26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 22, 1957 35¢ PER COPY

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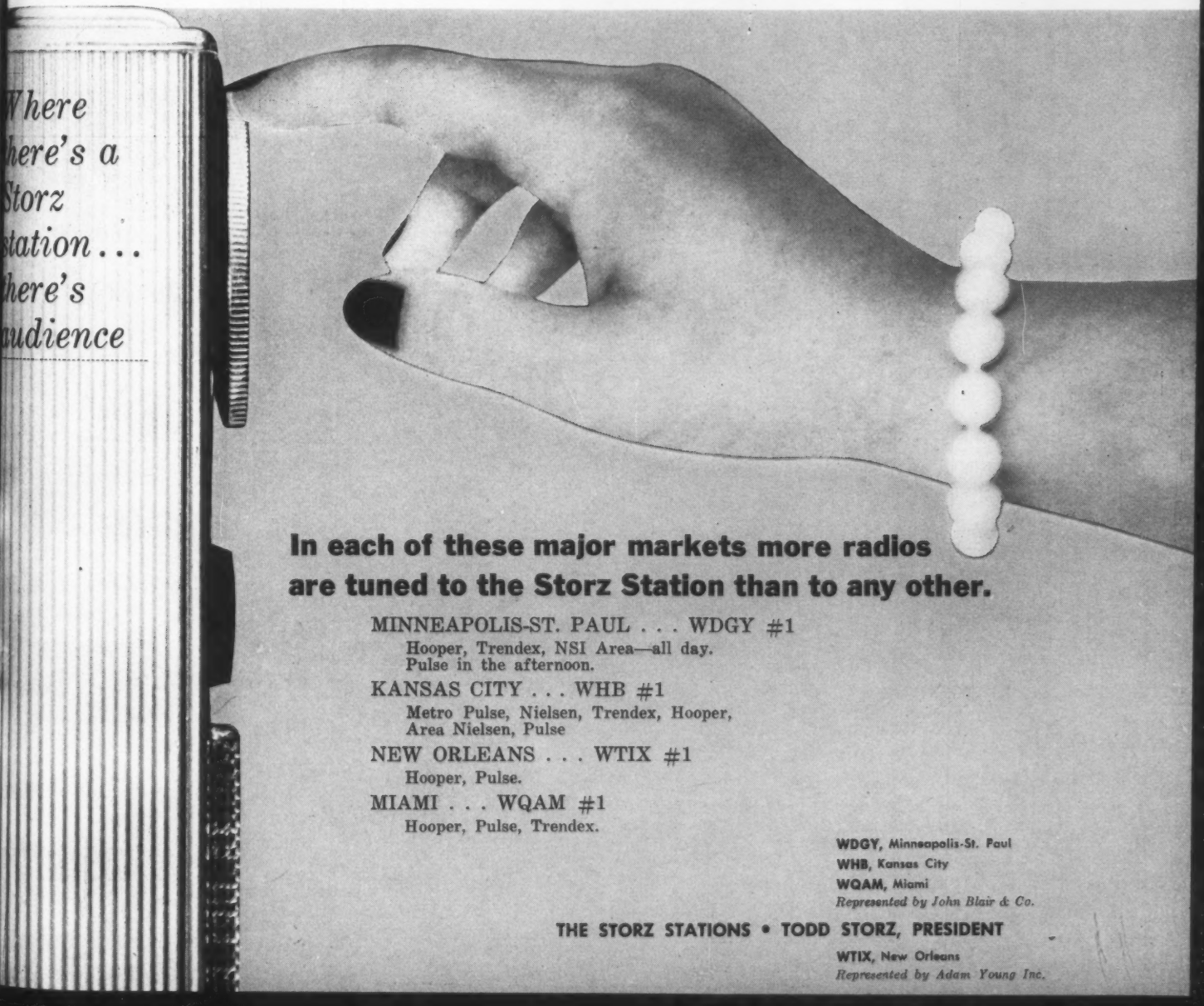
More about pay tv

Pen poised over Mutual

Westinghouse booms fm



In each of these major markets more radios are tuned to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY #1
Hooper, Trendex, NSI Area—all day.
Pulse in the afternoon.

KANSAS CITY . . . WHB #1
Metro Pulse, Nielsen, Trendex, Hooper,
Area Nielsen, Pulse

NEW ORLEANS . . . WTIX #1
Hooper, Pulse.

MIAMI . . . WQAM #1
Hooper, Pulse, Trendex.

WDGY, Minneapolis-St. Paul
WHB, Kansas City
WQAM, Miami
Represented by John Blair & Co.

THE STORZ STATIONS • TODD STORZ, PRESIDENT

WTIX, New Orleans
Represented by Adam Young Inc.

On Friday, July 5th, against nation-wide competition, WRCV-TV became the first local station in the country, television or radio, ever to win the educational profession's highest honor, the National Education Association's School Bell Award.

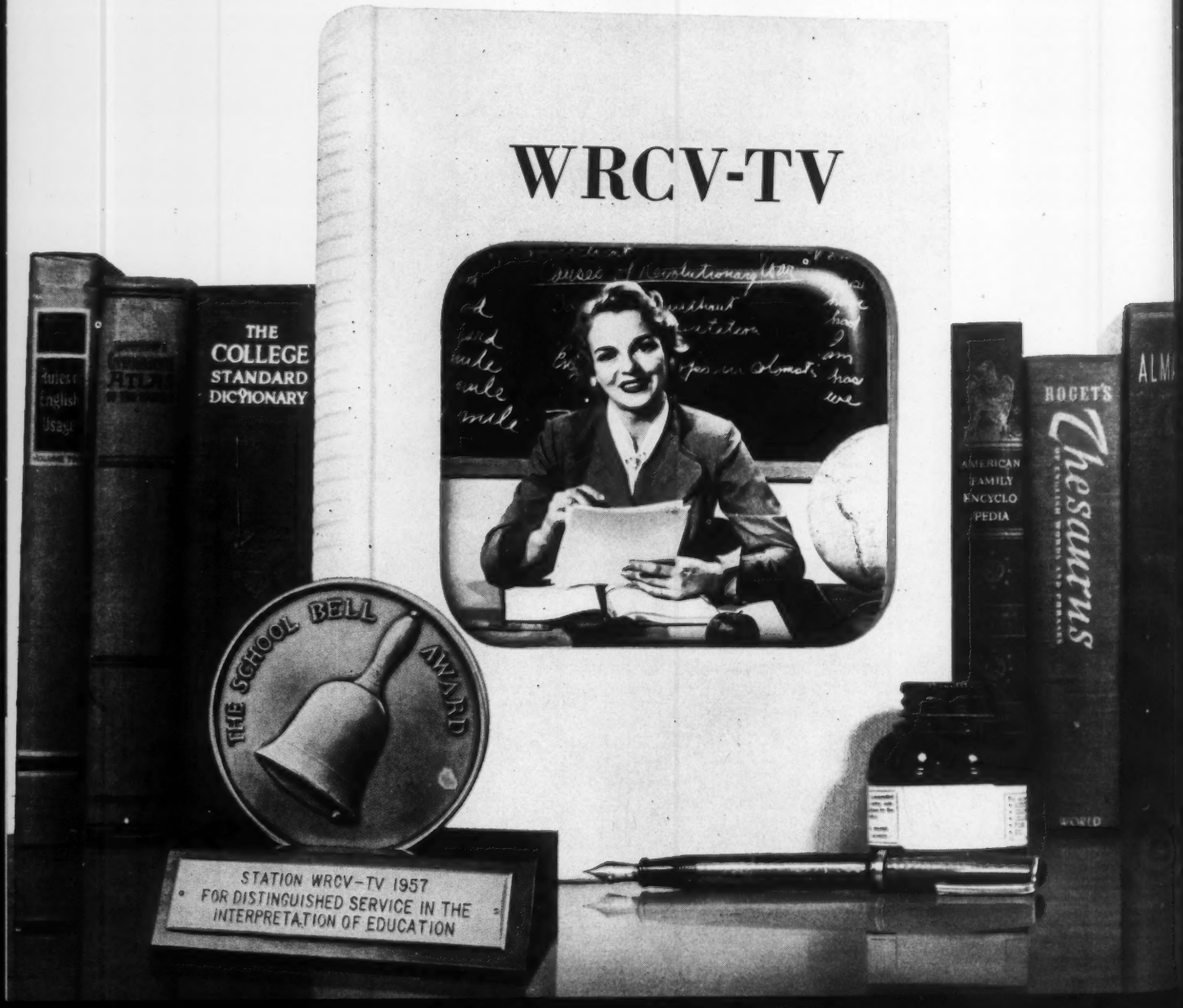
Chosen for its documentary series, *Progress*, WRCV-TV joins such other winners of this highly-prized award as *The Saturday Evening Post, The Reader's Digest, Changing Times: The Kiplinger Magazine, Look Magazine, The NBC Television Network* and *The American Broadcasting Company.*

Progress is presented by WRCV-TV with the co-operation of the Pennsylvania State Education Association and the New Jersey Education Association. Experimenter and trailblazer in developing effective new formats, it concerns itself with current problems of education. In the Fall of 1956, *Progress* became the first local educational program in the United States to be presented in *color* on a weekly basis.

A CLASS BY ITSELF!

WRCV-TV views the School Bell Award not only as a distinguished mark of achievement, but as an incentive, a challenge, and a constant reminder of greater goals that lie ahead. Deeply aware of the responsibility a broadcaster must feel for his community, this station pledges itself to continue to pioneer, and to search out new ways of fostering a fuller community awareness of achievements unheralded and problems unsolved.

WRCV-TV CHANNEL 3
NBC TELEVISION IN
PHILADELPHIA



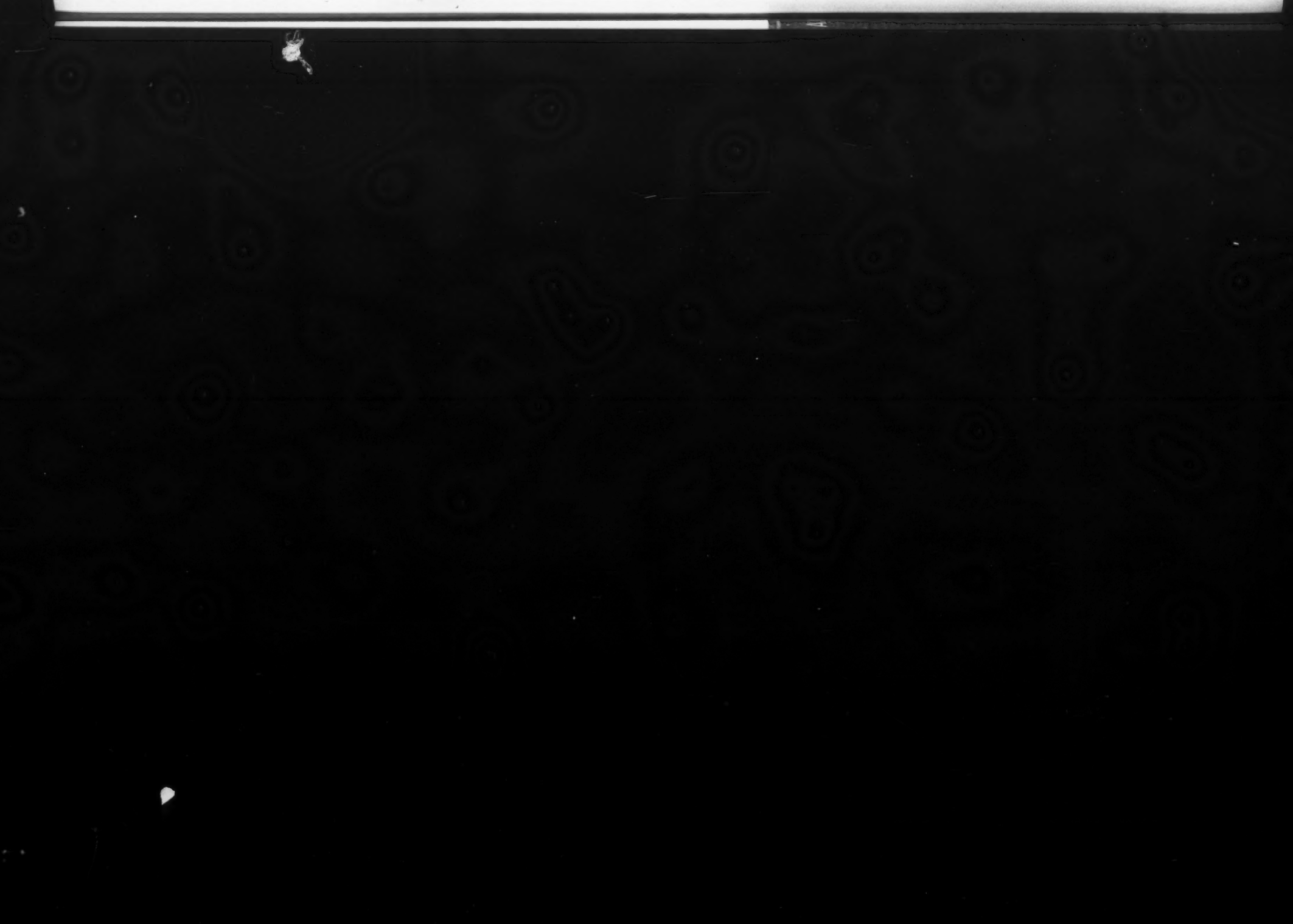


Photo by Henry Ries

WJIM-TV

Michigan's Area Station . . . Proudly announces the inauguration of the First Local Live TV Service for the FLINT area . . . from its new FLINT studios Opening Sept. 15.

WJIM-TV now serves Lansing, FLINT and Jackson with a Dominant 100,000 watt signal from its new 1023' tower located between Lansing and FLINT.

Represented by Peters, Griffin, Woodward, Inc.

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St. James' Episcopal Church St. John's Episcopal Church St. John's Lutheran Church St. Joseph's Church St. Joseph's Hospital St. Mark's Methodist Church Lebanon St. Mary's Church St. Paul's E. & R. Church St. Paul's E.U.B. Church St. Paul's New Baltimore Lutheran Church Lebanon Moose Home Reading League of Women Voters Harrisburg Polyclinic Hospital Reading Disabled Veterans School Harrisburg Community Theater Harrisburg Colonial Park Fire Company Bellegrove Fire Company Bethany E. & R. Church Bethany Presbyterian Church Bethel Sisterhood Blain Lutheran Church Boys Club Boy Scouts of America Broad Street Methodist Church Bucknell University Camp Curtin Junior High School Canadochly Valley Elementary School CARE Cussel's Union Church Catholic Daughters of America Catholic War Veterans Catholic Women's Club Catholic Youth Organization Chamber of Commerce Chanceford Presbyterian Church Shrewsbury Christ Lutheran Church Lititz Church of the Brethren Church of God Civil Air Patrol Commonwealth of Pennsylvania Community Chorus Community Theatre Conestoga Methodist Church D.A.R. Daughters of Union Veterans Day Care Training Center Decatur Fire Company Degel Israel Synagogue [illegible] College [illegible] Hanover Harrisburg Bethel Sisterhood [illegible] Policy A[illegible]on East Juniata High School [illegible] Emanuel [illegible]ed Church English Presbyterian [illegible] Club [illegible]ith Lutheran Church F.B.I. [illegible] Civil De[illegible] Fine [illegible]ub First Church of the Brethren First Church of God [illegible] Methodist Church First Moravian Church First Presbyterian Church Foreign Policy Association 4-H Clubs Franklin and Marshall College F. & A.M. Gettysburg City Preparations for the President Grace Evangelical Congregational Church A. D. Good School Grace E. & R. Church Grace Methodist Church Ground Observer Corps Reading Kiwanis Club Harrisburg Melrose Gardens Grace Brethren Church Harrisburg Quota Club Girl Scouts Hamilton Park E. & R. Church Hand Jr. High School Heart Association Hempfield High School Holy Name Society Indiantown Gap Military Reservation Iris Club Jewish Community Center Jewish War Veterans Jewish Theological Seminary Jackson School Junior Chamber of Commerce Kings Daughters Kiwanis Clubs Knights of Columbus Lancaster Camera Club Lancaster Catholic High School Conference Luther League Flying Aces Club Lancaster Free Public Library Lancaster General Hospital Opera Workshop Symphony Orchestra Lancaster County Dental Association Federation of Women's Clubs Landis Valley Museum . Landisville Fire Company Laurel Fire Company League of Women Voters Lebanon Valley College—Annville, Pa. Lemoyne Citizens Fire Company Leola Fire Company Lincoln Engine Company #9 Lincoln Fellowship of Pa. Lincolnway Fire Company Lions Clubs Lititz Business Men's Club Littlestown Assembly of God Locust Street Methodist Church Long Level Playground Association Loyalsockville E.U.B Church Lutheran Mission Synod Lycoming College Manheim Catholic Women's Club Manor Joint High School Manor Township Civic Association Manufacturers Association Marion Grange #1853 Maryland Line Fire Company Matamoras Methodist Sunday School McCaskey High School Medical Society of Pennsylvania Mental Hygiene Association Middletown Methodist Church Millersville State Teachers College Miniature Railroad Club Moose Home Moravian College Alumni Association Mt. Gretna Fire Company Mt. Zion Methodist Church Muddy Creek Reformed Church Muscular Dystrophy Association National Association of Cost Accountants National Assn. for Retarded Children National Council of Catholic Youth National Council of Catholic Men National Council of Churches in Christ National Safety Council Neffsville Fire Company Newberrytown Fire Company New Holland Fire Company New Holland Methodist Church Newport Joint High School Newtown E.U.B. Church [illegible] Optimist Clubs Order of De Molay Order of White Shrine of Jerusalem Otterbein E.U.B. Church Our Mother of Perpetual Help Church Paradise Elem ference Pearl Street E.U.B. Church Pennsylvania Assn. for Retarded Bureau Pennsylvania Farmers Association Pennsylvania Game Com of Craftsmen Penna. Motor Truck Assn. Penna. Retail Growers Assn. Penna. State Police Perry County Educational Association Perry Club of Lancaster Polyclinic Hospital Porters Sideling Fire Compan America P.T.A.'s Purchasing Club Reciprocity Club Red Lion Street Methodist Church Sacred Heart Parish Salem E. & R. C St. Andrew's Episcopal Church St. Anne's Church Harrisburg St A.A.A.S. Akron Fire Company Alert Fire Company of Manchester To Relief Appeal All Saints Episcopal Mission American Automobile Society American Business Club American Cancer Society American Diabetes Association American Education Week American Legion Mothers of York Amvets Archery Club Art Association of Lan St. Paul's Union Church St. Peter's Catholic Church St. Rose of Lin Club Schoeneck Fire Company Scottish Rite Cathedral & Masonic Templ Day Adventist Church Shiloh Lutheran Church Smithville Church of vancement of Management Soroptimist Clubs Southern Manheim Towns dale Methodist Church Terre Hill Fire Company Thomasville Fire C Trinity Episcopal Church Trinity E.U.B. Church Trinity Lutheran Ch Community Campaign United States Air Force United States Army United States Coast Guard United States Department of Defense United States National Guard United States Navy United States Naval Rese States Social Security United States Treasury United States Wea Weiglestown Fire Company Wesley Methodist Church West Hempfield pathic Hospital West Snyder High School West York Boro High Sch Club Willow Street E. & R. Church Willow Street Fire Company Women's Clubs World Alliance of Y.M.C.A. and Y.W.C.A. Yorkann Schools York Hospital Auxiliary York Junior Service League York Little Theatre York Navy Mothers Club Young GOP of Lancaster County Y.M.C.A. Y.W.C.A. Zion Lutheran Church Zoar's Lutheran Church Zwigle Reformed Church Bethel A.M.E. Church Buchanan Little League Baseball Club Women's Auxiliary Cotiette Club Conestoga Elementary P.T.A. East Petersburg P.T.A. E.U.B. Church Fellowship House Foremen's Club Harrisburg Educators Association Heistand School P.T.A. Hummelstown P.T.A. Ladies Auxiliary of the Rowlinsville Camp Meeting Lady Sutter Rebekah Lodge Married Women's Club Martic Township P.T.A. Melrose Gardens Grace Brethren Church Paradise Township P.T.A. Pennsylvania Economy League Pharmaceutical Association Presidents Committee for Highway Safety Quota Club Religion in American Life Ross P.T.A. Reading and Berks County Women's Missionary Federation Lebanon Valley Chapter, Pennsylvania Guild of Craftsmen Lebanon Catholic High School Albright College, Reading Reading Program of the Week Club Yorkshire P. T. A. Zion E. and R. Church Landisville Zion Lutheran Church Schaeffer School P.T.A. University Club Warwick Union P.T.A. Winky Dink Club of Ephrata

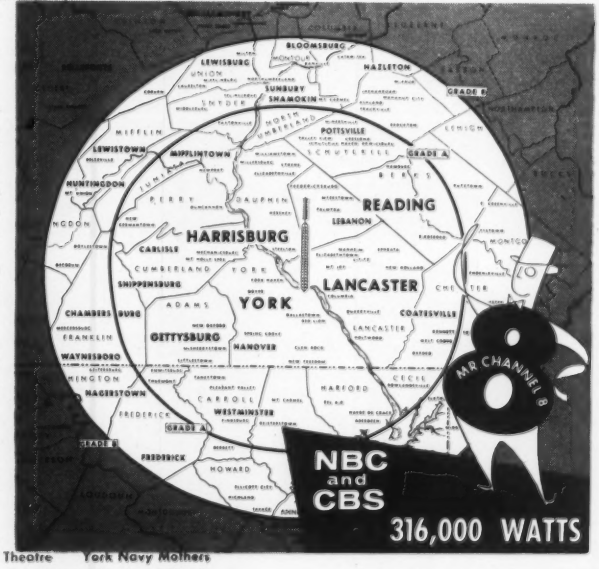
serving its many communities through civic programs

WGAL-TV

Lancaster, Penna.
NBC and CBS

One of the basic objectives of WGAL-TV programming is to uphold and assist important civic projects. Strategically scheduled programs and announcements are carried daily, in a never-ending effort to serve the hundreds of worthwhile organizations vital to the life of the many communities in the WGAL-TV coverage area.

CHANNEL 8 MULTI-CITY MARKET



STEINMAN STATION
Clair McCollough, Pres.

Representative
THE MEEKER COMPANY, INC.
New York Chicago
San Francisco Los Angeles

closed circuit

TAXES ON TOLLS • Always on alert to tap new sources of revenue, members of both Senate and House are talking up "admission" taxes on toll tv—whether it comes by closed circuit (wire) or open circuit (air). Federal taxes now are assessed on all events where "admission" is charged, and legislators see in toll tv new source of revenue perhaps bigger than current return from ball parks, theatres, operas, concerts and other events.

B•T

HISTORICALLY, legislators point out, federal excises are coupled with state and perhaps local "admission" excises. For example, in Los Angeles, where hearings were held last week on closed-circuit toll tv franchises, spokesman for Public Utilities Board said city expected to derive 2% of all revenues of operating company, which presumably would be aside from what public would pay on its "admission" charge to unscramble programs, what state would levy and what Uncle Sam would want for federal treasury.

B•T

PITTSBURGH'S THIRD TV • Barring technicality, Pittsburgh will get ch. 4 authorization before FCC's August recess, settling five-way contest through merger and drop-outs. Last week, Television City Inc., (KQV principals) and WCAE Inc. (Hearst) agreed on 50-50 partnership, and petition for leave to amend applications will be filed with FCC this week. Station would become ABC-TV outlet. FCC anxious to see third outlet in market, but had been deadlocked 3-3 as between WCAE and KQV.

B•T

PREVIOUSLY, other three applicants, through counsel, had agreed to accept $50,000 each toward out-of-pocket expenses. One of three—Irwin Community—needed stockholder approval, which was to be forthcoming at meeting scheduled for Saturday (after B•T closed). Contract between KQV and WCAE principals provides that WCAE-AM will be retained by Hearst; that KQV will be sold, to avoid duopoly. Contract also contains buy-or-sell provision and is for ten years. Each principal advances $1 million to capitalize Television City Inc., which would become licensee, with Hearst assuming management.

B•T

CALLER • John C. Doerfer, who took over as FCC chairman, July 1, paid courtesy call last Tuesday on Chairman Magnuson (D-Wash.) of Senate Interstate & Foreign Commerce Committee. Among other things, it's understood, he urged speedy confirmation of Commissioner-designate Frederick W. Ford, so FCC can be brought up to full strength. Mr. Doerfer also plans courtesy call on Chairman Harris (D-Ark.) of House Interstate & Foreign Commerce Committee, in near future.

B•T

FOLLOWING quick hearing last Friday, before Senate Commerce Committee, predictions were that Frederick W. Ford would be confirmed for membership on FCC, before FCC takes its hiatus during August. Mr. Ford's nomination (story, page 9) met no apparent opposition but Chairman Magnuson kept record open until committee's regular meeting, Wednesday, when favorable report to Senate appears assured. Senate action will depend upon order of business in light of pending civil rights legislation.

B•T

PICTURE QUALITY • There's good chance solution may be found to one of television's vexing problems: What constitutes an acceptable picture? Research program to find out how much interference public can stand is proposed by board of Television Allocations Study Organization, conducting industry-government crash study of uhf-vhf problem. Board proposes to set up picture source in laboratory and record amount of interference viewers will tolerate.

B•T

FAMED call letters WJZ may return to air, but in Baltimore instead of former New York locale. Westinghouse Broadcasting Co., which has purchased WAAM (TV) Baltimore for $4.4 million, has petitioned FCC to assign celebrated call letters to Baltimore outlet when it takes over August 5. Westinghouse points out that it established WJZ in Newark, N. J. on Oct. 1, 1921 (its third commercial station) and operated station until 1923, when it was transferred to RCA and subsequently moved to New York City. It points out WJZ call is not now assigned and that its return to Westinghouse would be of "historical value".

B•T

HOT NEWS • NBC Radio officials are beginning to regard their five-minute hourly newscasts, which created wide controversy when launched early this year, as one of hottest selling properties in their program lineup. Newest evidence: They've just signed *Life* magazine as one-fourth sponsor to take over when Del Monte finishes summer run on behalf of its seasonal pineapple-grapefruit drink. Del Monte in turn had taken over after quickie campaign by Pontiac. If projected to full-year basis, *Life* contract would represent about $1.1 million in billings. Contract was placed through Young & Rubicam, also agency for Bristol-Myers, one of original sponsors of newscast series. Remaining half of newscasts is sponsored by Brown & Williamson, other "founding" sponsor.

B•T

WHILE they're elated with newscasts' sales record, NBC Radio authorities are confident they have another hot one in My True Story, *daytime drama series moving to NBC in fall, after 15 years on American Broadcasting Network, which is dropping it in line with new policy emphasizing music and personality shows. Within days after getting rights to* MTS *in $3.5 million five-year contract with MacFadden Publications [B•T, July 15], NBC signed U. S. Steel (through BBDO, New York), Swift's All-Sweet margarine (J. Walter Thompson Co., Chicago), and Plough Inc. (Lake, Spiro and Shurman, Memphis); now has 12 of 20 weekly participations sold, and expects complete sell-out before series opens Oct. 4 (Mon.-Fri., 10:05-30 a.m.).*

B•T

FAIR TRIAL • Experience of The Fair, Chicago retail department store, in first four months of $250,000 feature film gambit on tv has proved "very satisfactory," say principals. In first such deal involving substantial package buy by local major retailer, store reportedly jumped sales during first 13 weeks on WGN-TV while volume in other State St. stores dropped. Store committed to firm 39 weeks. Agency for The Fair is Malcom-Howard Adv., Chicago.

B•T

RE FAIR TEST: If tv experiment proves successful overall, authorities agree, it would mean breakthrough for visual medium in Chicago retailing, because commercials have pushed specific products rather than store institutionally. Additionally, it would raise question whether Montgomery Ward & Co. (which bought store, effective July 31), will follow similar pattern. (Ward's has used tv announcements primarily in past.)

B•T

AIR TO AIR • Best Foods Inc. (Nucoa margarine), New York, investing $25,000 in New York market for surprise "teaser" campaign on radio tied in with unusual skywriting gimmick starting today (Monday.) Two-week concentrated effort on eight New York stations, using up to 50 spot announcements per day on some outlets, is part of test devised by Nucoa's new agency, Guild, Bascom & Bonfigli, San Francisco. Agency understood to feel zany commercials created for radio spots and "offbeat" skywriting maneuvers, making use of several planes over New York during time announcements are aired, will both amuse and jolt New York's reputedly blase inhabitants.

THE FACTS* PROVE IT - READ THEM AND YOU'LL

"PICK CHANNEL 6" in the OMAHA Market!

CHANNEL 6

★ Leads over 3 to 1 — in Quarter-Hour "Firsts" (129 to 40) in the vital 6 p.m. to sign-off period!

★ Leads in Quarter-Hour "Firsts" for entire telecast week — 267 to 194!

★ Has 12 of the top 15 once-a-week shows!

*Source: MAY 1957 ARB

WOW-TV Channel 6 Omaha

A Meredith Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

CBS TV

IN OMAHA	it's WOW	and	WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's WHEN	and	WHEN-TV	represented by The KATZ Agency
IN PHOENIX	it's KPHO	and	KPHO-TV	represented by The KATZ Agency
IN KANSAS CITY	it's KCMO	and	KCMO-TV	represented by The KATZ Agency

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Those Toll Tv Plans—Skiatron's Matty Fox gives Congress a rundown on his plans for Los Angeles (at installation cost of about $12 million) and San Francisco (approximately $6 million). Rep. Frank Chelf (D-Ky.) urges test of toll tv. Page **31.**

ADVERTISERS & AGENCIES

Babbitt Makes Double Shuffle—B. T. Babbitt, first cleanser manufacturer to introduce a liquid detergent, overhauls internal management structure, and at same time appoints two new agencies to service product line billing a current total of $2.5 million. Page **34.**

BBDO in Middle—Tobacco industry, scored by *Reader's Digest* article on filter-tip cigarettes, blows smoke in publication's eyes as "conflict of interests" forces BBDO to resign $1.8 million *Digest* account. Conflict: BBDO places $17 million American Tobacco Co. billings annually. Page **35.**

Cadillac Increases Dealer Aid—Cadillac Motor Car Div., General Motors Corp., acquiesces to dealers' repeated requests that it make more use of tv by setting up special $100,000 factory money fund dealers may use for local programs. Page **39.**

Another Parting of Ways—The sweetness in Manischewitz dry concord wines sours for New York agency as Emil Mogul Co. and Monarch Wine Co. part company after client seeks: (a) "dignity" in its advertising platform and (b) to cut back use of radio in favor of other less "jazzy" media. Page **36.**

What's a Panel Show and What's a Quiz Show?—Revlon Inc. for third straight week finds itself unable to answer $64-000 question whether Hal March is free to host new EPI show *"What's It For?"* (formerly "What's The Use?") and instructs attorneys to make thorough study of tv quiz show history. Page **40.**

Crosby and Sinatra to Croon for Edsel—Special in Ed Sullivan time slot Oct. 13 to feature Hollywood's Bing and Frank in a first-time co-star appearance on live tv. Surprise show packager-producer: Gonzaga U. Page **39.**

New President at FC&B—Foote, Cone & Belding, at a business peak, elects Rolland Taylor as president in first top-level executive change in six years. Fairfax M. Cone heads new policy committee. Page **35.**

Kaiser Bolsters Tv Activity—Pat Weaver retained to direct all tv advertising; Mort Werner to move from NBC to take charge of all internal tv activities of Kaiser companies. Page **40.**

A Loan Firm Acknowledges Its Debt to Radio—Seaboard Finance Co. and Frank Bull Agency explain how the company's "delicate" services have been successfully sold by radio. Page **40.**

FILM

CNP No Silent Film Service—President Levitt says NBC film syndication arm will have one series selling to non-network advertisers with another completed but held in the can. California National this year will have an estimated $4 million invested in film series. Page **64.**

NETWORKS

MBS Affiliates Kept on Edge—Mutual network business goes on as usual while financial group fronted by Paul Roberts, Los Angeles broadcaster, dickers to buy 500-station hookup for estimated $550,000 plus another million dollars to cover deficits. Page **52.**

TRADE ASSOCIATIONS

Radio Sets Hit New High—RAB estimates 135 million radios were in working order in U. S. as of July 1, gain of 11 million in 18 months. Home sets put at 90 million, car radios at 35 million, sets in public places at 10 million. Page **67.**

OPINION

MR. MANOFF

The Little Man's Plight in Tv—Agencyman Dick Manoff, writing in B•T's MONDAY MEMO series, says that the present structure in television, particularly spot, gives all the breaks to the big advertiser. Page **121.**

Niven Evaluates Tv Film Problems—The actor-turned-producer describes some of the headaches he and his partners encounter at Four Star Films Inc. Page **60.**

STATIONS

Fm Gets More Backing—Westinghouse fm stations to be programmed independently, featuring classical music. Separate fm staffs being set up. McGannon sees fm finally "on its way to becoming a major broadcast medium." Page **94.**

A Pioneer Passes On—James M. Cox, broadcaster-publisher-nationally prominent political figure, dies at 87. Page **94.**

MANUFACTURING

Gates' 35 Years—The Quincy, Ill.-based manufacturing firm passes another milestone in its long career of specialized service. Page **76.**

GOVERNMENT

Evaluation of Spectrum Above 890 Mc—Broadcasters testify at FCC hearing that loss of private relays would spell disaster. NARTB agrees but takes milder viewpoint. Page **86.**

KERO-TV Sale Gets Nod—Purchase by Walter-Alvarez approved by FCC over protest of Robert K. Straus who claimed earlier agreement to buy Bakersfield property. Page **88.**

DEPARTMENTS

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ABC AUDITED PAID CIRCULATION
ABP BUSINESS PAPER LEADERSHIP

WHEN KANSAS CITY GOES SHOPPING . . .

It's a WHB world

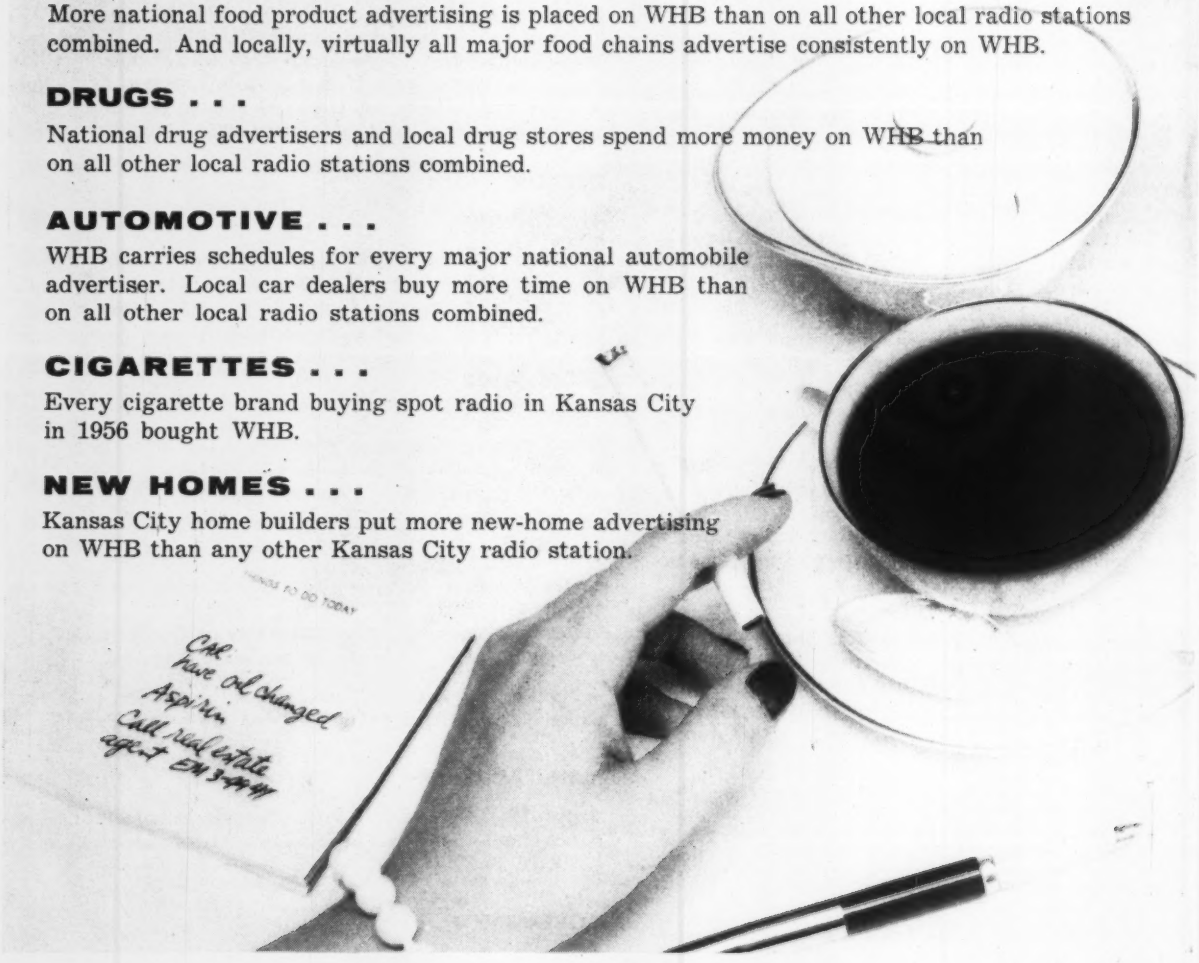
FOOD . . .
More national food product advertising is placed on WHB than on all other local radio stations combined. And locally, virtually all major food chains advertise consistently on WHB.

DRUGS . . .
National drug advertisers and local drug stores spend more money on WHB than on all other local radio stations combined.

AUTOMOTIVE . . .
WHB carries schedules for every major national automobile advertiser. Local car dealers buy more time on WHB than on all other local radio stations combined.

CIGARETTES . . .
Every cigarette brand buying spot radio in Kansas City in 1956 bought WHB.

NEW HOMES . . .
Kansas City home builders put more new-home advertising on WHB than any other Kansas City radio station.



. . . *because* **IT'S A WHB AUDIENCE . . .**

Whether it be *Metro* Pulse, Nielsen, Trendex or Hooper— whether it be *Area* Nielsen or Pulse — WHB is the dominant first among every important audience-type. That statement embraces the housewife, her husband, their teenagers — as well as the farm family. *Every* survey agrees. Whether it's *audience* or *advertising* it's a WHB world! *Talk to Blair or WHB GM George W. Armstrong.*

WHB 10,000 watts on 710 kc. Kansas City, Missouri

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Commerce Committee Quizzes FCC Nominee Frederick Ford

FCC nominee Frederick W. Ford Friday morning made his first appearance before four members of Senate Commerce Committee, which must confirm his appointment as commissioner. And, if friendly attitude and questions of senators is any indication, Mr. Ford faces smooth sailing in his quest for confirmation.

No advance public announcement of Mr. Ford's appearance was made by committee, and others will be afforded opportunity to testify at Wednesday committee meeting. Mr. Ford currently is assistant Deputy Attorney General of Justice Dept.

Expressing concern over widespread reports that federal independent agencies are not operating as Congress intended, Sen. Warren Magnuson (D-Wash.), committee chairman, questioned Mr. Ford on his conception of the FCC's functions. Mr. Ford replied that he has spent "number of hours" studying Communications Act and is well acquainted with its provisions and purposes.

Both Sen. Magnuson and ranking-Republican committee member, Sen. John W. Bricker of Ohio, stressed to nominee that FCC is arm of legislative branch of government, rather than executive. Sen. Bricker also stated feeling that commissioners are delegating too much important work, which he felt they should be doing themselves, to staff members and warned Mr. Ford about continuing this practice.

Sen. Lyle Yarborough (D-Tex.) said that commercial broadcasters were attempting to secure unused educational channels in Texas. He would not, he told Mr. Ford, put him on spot by asking his position before nomination is confirmed, but merely wanted to point out seriousness of matter in his state.

Fourth committee member present for hearing, Sen. A. S. (Mike) Monroney (D-Okla.), joined his three colleagues in approving past FCC experience of Mr. Ford, about which he was questioned at some length. Sen. Magnuson told Mr. Ford "not to hesitate for one minute" to come to committee with suggested legislation [if appointment is confirmed] which would assist Commission in accomplishing its regulatory duties.

WFAA-TV to ABC Sept. 9

WFAA-TV Dallas becomes ABC-TV's affiliate in Dallas-Fort Worth market Sept. 9 as WBAP-TV Fort Worth is slated to become NBC-TV affiliate in market [B•T, July 15]. Al Beckman, ABC-TV vice president, and Alex Keese, WFAA-AM-TV managing director, jointly announced ABC-TV pact. Mr. Beckman said WFAA-TV will be able to carry all of network's fall shows. It previously had split affiliation with NBC-TV and ABC-TV.

Doerfer to Celler: It's 'Duty' Of FCC to Consider Toll Tv

FCC Chairman John C. Doerfer Friday told Rep. Emanuel Celler that it is "Commission's duty" to consider test program for toll tv. Statement came in answer to letter from Rep. Celler fortnight ago urging FCC to wait until Congress has chance to pass legislation before Commission acts on pay tv comments [B•T, July 15, also see page 31].

Rep. Celler, as did Rep. Oren Harris (D-Ark.) on two occasions, also questioned by what authority FCC could authorize test of pay tv.

"We [commissioners] agree that Congress could reach the conclusion that use of radio frequencies for subscription tv service should be prohibited," Chairman Doerfer wrote. "However, in absence of congressional action . . . Commission is obligated to abide by provisions of Communications Act and Administrative Procedure Act."

Mr. Doerfer explained FCC delay in acting on pay tv proposals ["pressing problems of tv allocations"], beginning in 1955, which would use frequency space. He also said Commission is "fully aware" of problems set forth by Rep. Celler and that all have been dealt with in "considerable detail" in comments before FCC.

Sidley Suit Settled

SUIT of Morton Sidley, former sales manager of KFWB Los Angeles, for $620,000 damages against Crowell-Collier Corp., present owner of KFWB, and Harry Maizlish, former owner, settled out of court for "quite a substantial sum," Mr. Sidley, now general manager of KLAC Los Angeles, said Friday. Final papers not yet executed will stipulate that suit may be reopened up to 1962 or 1963 and indicate that payments to Mr. Sidley are to be over five or six-year period.

THREE JOUST FOR JERGENS

RACE for $4 million Andrew Jergens Co. account that departed from Robert W. Orr & Assoc. last month (precipitating absorption of that agency by Fuller & Smith & Ross) has narrowed down to one leading contender and two "dark horses." In lead reportedly is Cunningham & Walsh, but agency sources don't discount possibility of Burke Dowling Adams Inc. and Calkins & Holden Inc. being named to account. BDA last month picked up several other Orr accounts; C&H has been "pitching" for big account to offset loss this past spring of $6 million Prudential Insurance Co. of America to Reach, McClinton & Co.

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

AVON CALLING AGAIN • Avon Products Inc. (cosmetics), N. Y., pleased with its spot tv effort in about 60 markets last winter and spring, is reported to be adding to its market lineup for new campaign, starting this fall, with number in excess of 60 still undetermined. Agency: Monroe F. Dreher Inc., N. Y.

BUYING IN FLORIDA • Borden Co. (Borden's instant coffee), N. Y., set to extend its tv spot campaign this week in major markets in Florida and to continue this effort until end of year. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

WILL SHELL OUT MORE • Shell Oil Co., N. Y., in almost 50 markets on spot television basis, understood to be looking for choice availabilities in limited number of cities this summer to extend spot tv effort on local news, weather and sports shows. Agency: J. Walter Thompson Co., N. Y.

ADMIRAL EXPANDS • Admiral Corp., Chicago, plans 20% budget increase over last year's, with portion in network radio. Company has renewed participations in *Breakfast Club* on ABN, and may use additional radio or tv. Agency: Henri, Hurst & McDonald, Chicago.

RADIO SPOTS FOR LUCKIES • American Tobacco Co. (Lucky Strikes) through BBDO, N. Y., starts Aug. 1 with radio spot campaign which will burn through remainder of year in about 100 markets.

MAKING FALL PLANS • Consolidated Cigar Sales Co. (Harvester cigars) understood working out details for spot radio campaign to begin in fall and continue for about 13 weeks. Number of stations and announcements to be used still undecided. Agency: Erwin, Wasey & Co., N. Y.

ADDING MORE MARKETS • Lever Bros. (Dove soap), N. Y., reportedly launching spot tv campaign during August in 15 markets in South and Southwest, following introduction of product in these areas. Agency: Ogilvy, Benson & Mather, N. Y.

OCTOBER FROSTINGS • Taylor-Reed Corp., Glenbrook, Conn., for QT frostings, to launch four-week tv spot campaign in early October in New York, Baltimore, Boston and Philadelphia. Agency: Hicks & Greist, N. Y.

Continues on page 10

at deadline

RCA Didn't Seek Pay-Tv Patents, Rep. Chelf Was Misled—Sarnoff

BRIG. GEN. David Sarnoff, RCA board chairman, Friday branded as "utterly false and untrue" any statement that RCA tried to buy control of Zenith's pay-as-you-see television patents "or the pay-as-you-see television patents of anyone else."

Denial was in letter to FCC Chairman John C. Doerfer, who earlier in week had received letter from Rep. Frank Chelf (D-Ky.) containing that charge (earlier story, page 33). Gen. Sarnoff asserted:

"Not only is the charge that RCA was interested in acquiring these patents from Zenith, the company which is bent on acquiring a monopoly of Phonevision patents, untrue but the suggestion in Congressman Chelf's letter that my opposition to pay-as-you-see television stems from this event which never occurred, also is unfounded."

He noted that in 1953, "when Zenith and other promoters of pay-as-you-see television were beating the drums in Washington," he cautioned NARTB convention that pay-tv would destroy "freedom to look and freedom to listen" and jeopardize present competitive system of broadcasting. He expressed similar views in comments filed with FCC in June 1955.

He said he did not consider it "any coincidence that whoever so misled Congressman Chelf also must have concealed from him the fact that this untrue statement was made once before—in June of 1955—by the president of Zenith Radio Corp. [Comdr. E. F. McDonald]" and "was immediately denied by me in a public statement widely reprinted in the press."

AB-PT Profits for '57 Not Matching 1956 Pace

NET operating profit of American Broadcasting-Paramount Theatres for second quarter was estimated at $957,000 (21 cents per share) as against $1,632,000 (37 cents per share) for second quarter of 1956. For first six months it was $2,700,000 (61 cents per share) compared to $4,202,000 (97 cents per share) in first half last year. AB-PT report was released Saturday by President Leonard E. Goldenson.

Mr. Goldenson noted that ABC division "has been concentrating its efforts toward creating and selling 1957-58 season programs that should serve to attract increased audiences and thereby strengthen the television network's competitive position." This, he added, will be reinforced by new affiliates in "major markets heretofore closed to ABC on a regular basis."

He said seasonal downturn in theatre business in second quarter was sharper this year than in past, but he was hopeful third quarter, "which is becoming the best theatre period . . . will bring good results."

L. A. City Council Gives Skiatron 21-Year Franchise for Toll Tv

CITY Council of Los Angeles Friday granted application of Skiatron Tv Corp. for 21-year nonexclusive franchise to install and operate closed-circuit toll tv system in that city. Council referred to Board of Public Utilities & Transportation application filed that morning jointly by Fox West Coast Theatres Corp. (operating some 70 theatres) and International Telemeter Corp. (subsidiary of Paramount Pictures and developer of its own system of pay tv).

Council instructed city attorney to advertise franchise for competitive bids, calling for minimum payment to city of 2% of gross revenues and for "faithful performance bond" of $100,000 (raised from $25,000 to insure financial responsibility of applicants).

Proposals that council assume program supervision or investigate financial status of applicants were rejected on advice of city attorney. Move for joint consideration of Skiatron and Fox-Telemeter applications failed when city attorney pointed out that anyone can compete with Skiatron in bidding for franchise and losers can file new applications.

Details Ironed Out Friday In Mutual Sale Negotiations

CLOSING of contract today (Mon.) for sale of Mutual network to four-man syndicate headed by Roger L. Stevens was indicated late Friday as negotiators worked over contractual and legal details (early story page 52). Fronting Stevens group is Paul Roberts, KRKD-FM Los Angeles, who presumably is slated to be president of network in case of sale.

Others who may hold leading posts in operation are: A. A. Schechter, former Mutual news executive and public relations consultant to Stevens' group during pending negotiations, and Burt Hauser, also ex-MBS executive who is mentioned as executive vice president. Mr. Hauser has been advising purchasers in negotiations with Mutual. Henry Crown, associated with Mr. Stevens in Empire State Bldg., reportedly has disclaimed active participation in buying group.

Storer Drops WMUR-TV Bid

STORER Broadcasting Co. has withdrawn its application for FCC approval to purchase WMUR-TV Manchester, N. H., and move station closer to Boston. Storer also notified WMUR-TV of its intentions and asked for return of $50,000 deposit. Agreement for $850,000 purchase was signed July 7, 1956, and expired July 7 of this year. Several groups had protested Storer-WMUR-TV plans and FCC twice had indicated necessity for hearing.

PEOPLE

DRAPER DANIELS appointed vice president in charge of creative department at Leo Burnett Co., succeeding **ANDREW ARMSTRONG,** who retires but continues as creative consultant. Mr. Daniels, formerly vice president in charge of copy, also is member of board of directors and plans supervisory committee.

SHELDON W. PETERSON, news and special events director, KLZ-AM-TV Denver, to WTCN-AM-TV Minneapolis-St. Paul, in similar capacity, early in August. Both are Time Inc. properties.

RAY FULD, formerly with N. Y. sales staff of MGM-TV, to Official Films Inc., N. Y., as account executive.

WOR's Leder Blasts 'Life' Radio Piece, Scores RAB

BLAST at multi-page layout on "Radio's Riches" in *Life* magazine's July 22 issue was loosed Friday by Robert J. Leder, vice president and general manager of WOR New York, who said it "went a long way" toward leaving impression that radio "is a medium dedicated to mental midgets and unemployed beachcombers." Mr. Leder's blast was in letter to RAB President Kevin Sweeney because, he said, RAB newsletter had notified members in advance that RAB was cooperating closely with *Life* on piece.

Mr. Sweeney said he had not received letter but that "somehow Bob Leder has the impression that we edit *Life* and are responsible for the story. All RAB did—along with dozens of radio stations and networks—was to provide *Life* with data.

"Most of the RAB data went down the drain because *Life* naturally was interested in sensations and not statistics. . . . While what they printed does give a distorted picture of what radio is today, it was designed to interest the mass reading audience. We think it did that, and that it in no way hurt radio either with the mass of readers or with the buyers of advertising."

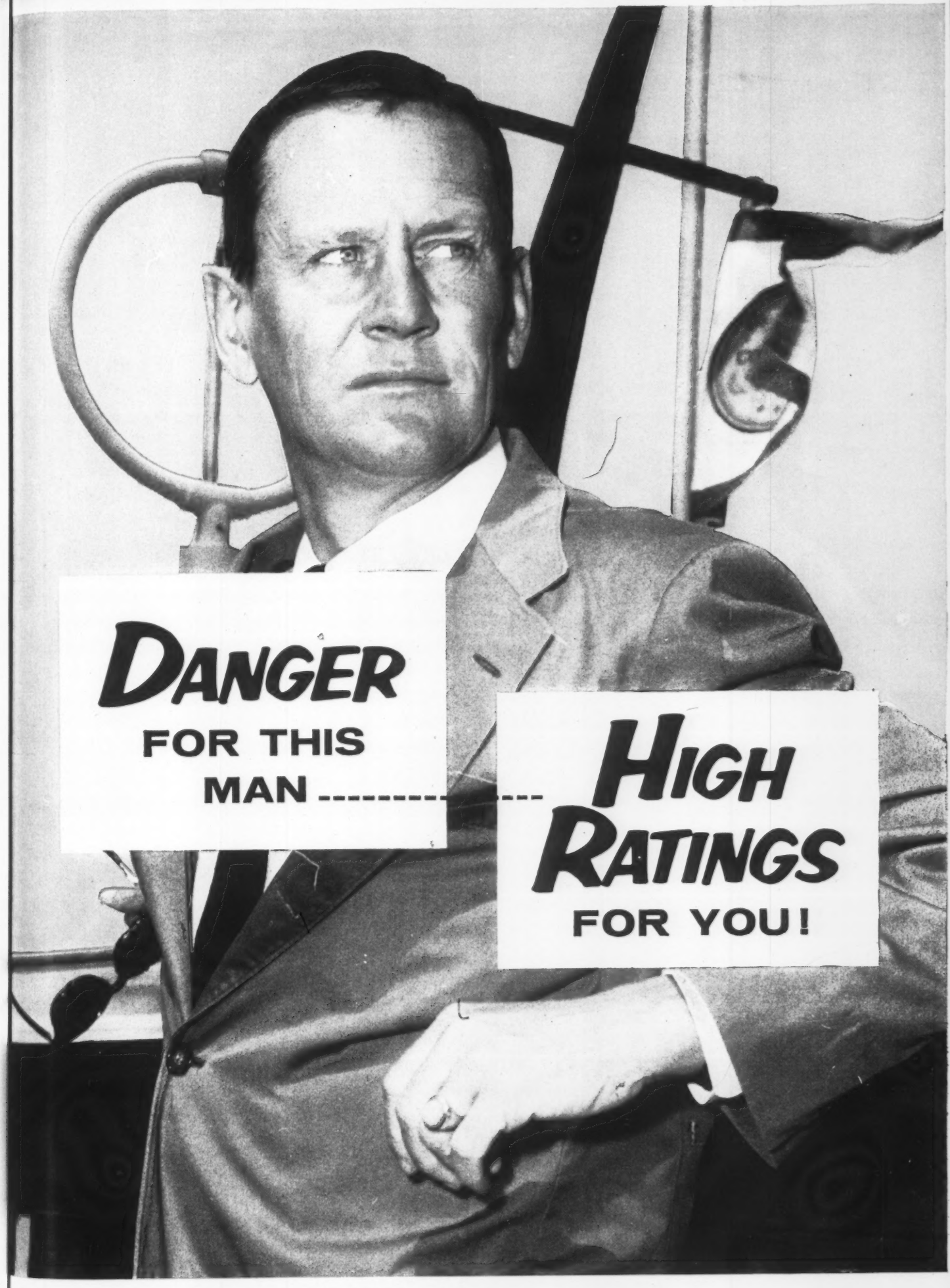
• BUSINESS BRIEFLY

Continues from page 9

RADIO IN AIRLINE PLANS • American Airlines, which will inaugurate new "Royal Coachman" luxury nonstop DC-7 coach service out of S. F., L. A. and Chicago late August, planning giant promotion—utilizing radio stations—in all three cities. Agency: Lennen & Newell, N. Y.

MUELLER ALTERS PLANS • C. F. Mueller & Co. (macaroni), N. Y., through Calkins & Holden understood returning to radio-tv spot this fall after scrapping radio spot last year for splurge in syndicated tv programs. Advertiser planning campaign through spring 1958 to include five tv and 30 radio stations.

TIME PLANS SALVO • Time Inc., N. Y., will kick-off semi-annual promotion campaign for *Life* magazine in mid-August with three-week burst of radio spots in about 125 markets and tv spot in 75-100 markets. Agency: Young & Rubicam, N. Y.


DANGER
FOR THIS
MAN
HIGH
RATINGS
FOR YOU!

ZIV's spectacular new *ACTION* show!

"HARBO COMMA

EXCITEMENT! DANGER! THRILLS! STARRING W AS

HEROIC

Adventure...

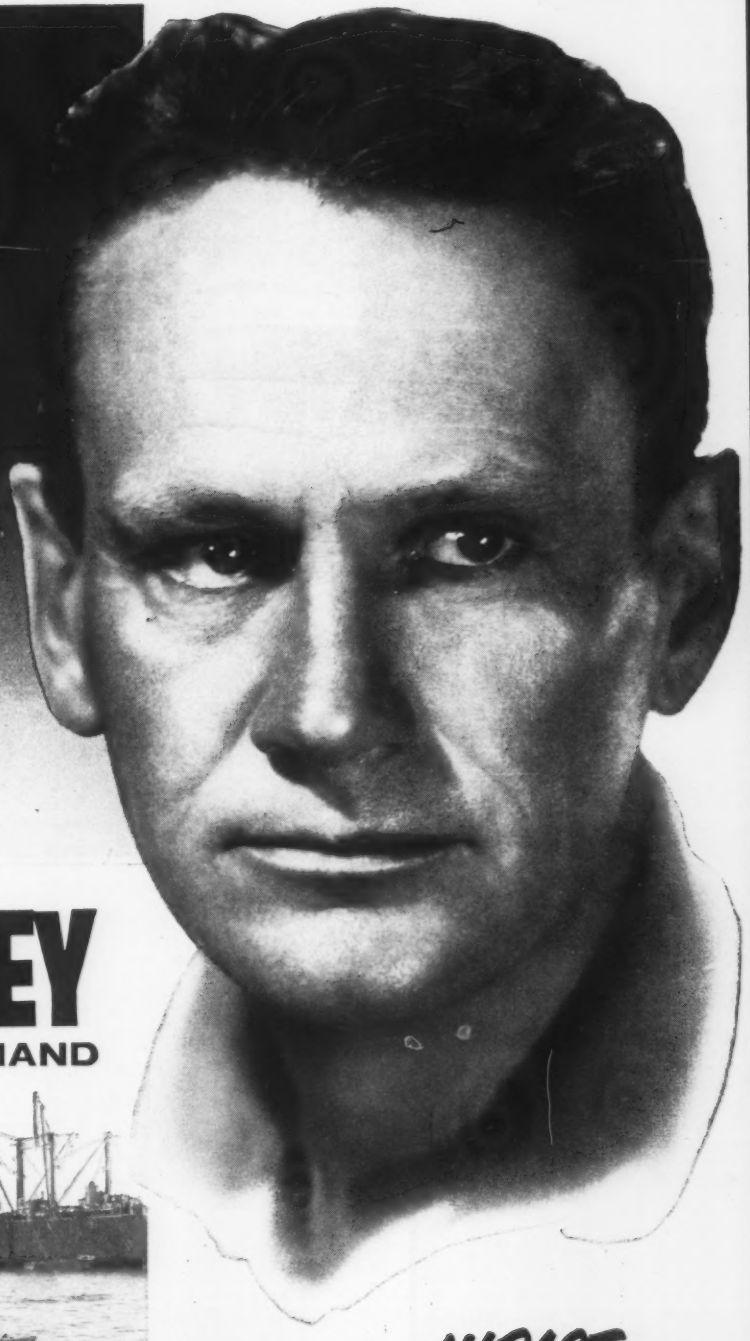
FILMED ON LOCATIONS NEW AND FRESH TO TV!

A whirlwind of action spotlighting America's toughest and most dramatic law enforcement job: guarding our vital harbors from enemies within and without.

ABOARD ocean liners, police and Coast Guard boats, tramp steamers, fire boats.

ALOFT in Port Authority helicopters and Coast Guard planes.

OR AND"



WENDELL COREY
AS CHIEF OF THE HARBOR COMMAND

Produced with the cooperation of the Port Authorities and the U. S. Coast Guard.

TRUE-TO-LIFE *IMPACT* THAT BRINGS VIEWERS BACK!

ASHORE in warehouses, U S Customs Offices, Oceanography Laboratories.

SALES MOUNTING FAST!

Scores of markets already bought by:

HAMM'S BEER
MILES LABORATORIES (Alka-Seltzer, One-A-Day Tablets)
BLUE CROSS in Buffalo
HOUSEHOLD FINANCE
KROGER
SQUIRT BOTTLING
KBAK-TV—Bakersfield,
KBOI-TV—Boise
WNAC-TV—Boston
KYW-TV—Cleveland
WTVY-TV—Dothan, Ala.
WFGA-TV—Jacksonville
KTTV—Los Angeles
WTVJ-TV—Miami
WOR-TV—New York City
WKY-TV—Oklahoma City
WCAU-TV—Philadelphia
KPHO-TV—Phoenix
WIIC-TV—Pittsburgh
KSL-TV—Salt Lake City
KRON-TV—San Francisco
WDAU-TV—Scranton, Pa.
KOVR-TV—Stockton,
KTNT-TV—Seattle-Tacoma
WTVT—Tampa-St. Petersburg
KTVX-TV—Tulsa-Muskogie

ZIV Television

gets you 9

Nine billion, that is. Yes, all it takes is DETROIT'S CHANNEL 2 to tap the 9-BILLION-DOLLAR purchasing power in WJBK-TV's coverage area... the nation's fifth market.

WJBK-TV

CHANNEL 2 DETROIT

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes, including the heavily populated Flint and Port Huron areas.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower.

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

Pepsi Pleased

EDITOR:

I just returned to my office after a swing to the West Coast and the mail is piled high on my desk. It isn't, however, piled too high for me to take time to thank you for that splendid article [B•T, June 24] you people did on the fortunes of the Pepsi-Cola Co. . . .

Joseph C. Lieb
Vice President
Kenyon & Eckhardt, Inc.
New York

Who Sawed Off the Log?

EDITOR:

After seeing the two stories regarding tv listings in the newspapers in Albuquerque [B•T, June 10], I have a few comments.

KOB Albuquerque has undertaken not only to cancel program listings but to force the newspaper into printing them free. After the programs were out of the paper for a few days, I stepped in as a local advertiser and made a deal to publish the tv logs in both papers daily, after having been told by both Stanley Hubbard and George Johnston, his local manager, that I would receive listings from their station. They then changed their minds and decided to make a fight of it. . . . I have been one of the largest tv users among local advertisers, and also have used a rather extensive newspaper schedule for years. . . . You say in your CLOSED CIRCUIT that Mr. Hubbard was paying $14,000 a year for these [tv] listings. . . . This is approximately four times the amount he actually paid.

KOB-TV and KGGM-TV have refused to cooperate with me in furnishing me their listings for the newspaper. They are giving them to every other single source any advertiser chooses . . . to publications that are sold, for listings that are given away, and for any use except publication in the newspaper. It has always been the policy of radio and tv as I have known it to try to secure all possible promotion aids for their commercial shows. . . . They were, in effect, telling me I could not list my own shows and their adjacencies. . . .

John C. McCormack
John McCormack Inc.
(Carpets, Rugs, Interior Decorating)
Albuquerque, N. M.

Hat's Off to McGannon

EDITOR:

Your interview with Donald H. McGannon, president of Westinghouse [B•T, July 8] . . . was a wonderful article—enlightening and encouraging.

Every independent station owner or manager should read it without fail. My hat's off to B•T and Mr. McGannon for giving us independent station owners a true picture of independent radio at its best.

A. W. Fiorani
Manager-Owner
WPTS Pittston, Pa.

A Bouquet Is Tossed

EDITOR:

Thanks for the Lanvin Perfume and Playhouse Pictures mention [B•T, July 8].

It isn't often that our creative personnel —the artists who create and draw our animated commercials—receive press mention for a spot on which they have worked. The story . . . is a pacesetter.

From them and our staff—a bouquet to B•T.

George W. Woolery
Public Relations Director
Playhouse Pictures, Hollywood

Requests Market Studies

EDITOR:

About a year ago your publication carried a series of splendid market studies. These reports covered the economy of the various sectional market areas of the country.

Do you have reprints of the entire series? If available, please send a copy to me.

I would be most appreciative to have in our files and at hand for reference use this excellent series of market articles.

Vincent H. Bergmann
Director of Research
and Marketing
D. P. Brother & Co.
Detroit, Mich.

[EDITOR'S NOTE: Reprints of the market stories covering the Mid-Gulf States, Georgia, Canada and Texas are available. Our supply of the Pacific Northwest, the South, the Carolinas and California market stories is exhausted.]

Willing—But Need Chance

EDITOR:

In regard to an item in OPEN MIKE [B•T, June 24] concerning a leading manufacturer who has granted scholarships to young men aspiring to the industry, I'd like to find a few radio stations interested in some top-flight announcers.

Each year, we run up against the problem of jobs for KARL personnel, not because they're not good but because the radio industry is scared of anything without a "radio school" diploma. KARL announcers have practical experience in all phases of announcing—news, music, sports, etc.

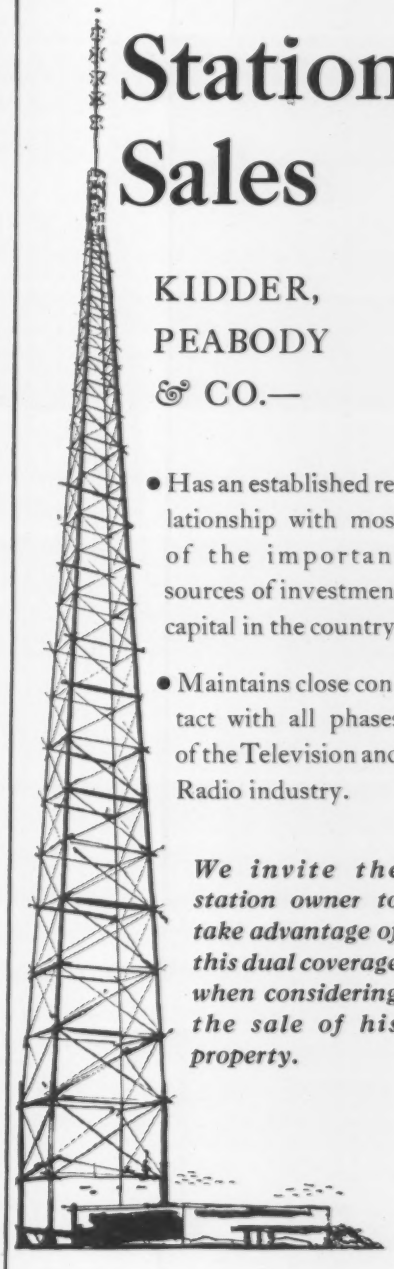
Those who do get jobs generally get them through pull with the home town station; most of them are forced to leave the field because of a lack of interested would-be employers. Sure, they're young. But youth has enthusiasm and ideas. I think it's a shame for an industry, as big and great as radio, which can't take a little interest in trying to encourage real talent.

Post-graduation employment is hard to find, but summer jobs even harder. The station that doubles up regular men to allow for other staff vacations is missing the best deal in the world by not hiring college radio summer replacements. By so doing, the station helps itself and guarantees the future of radio by getting the top young men in the field before the public.

None of us at KARL, or college stations like it, expects to be hired without an audition. All we ask is that audition.

Richard Baker
Program Director
KARL (Carleton College) Northfield,
Minn.

Station Sales



KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

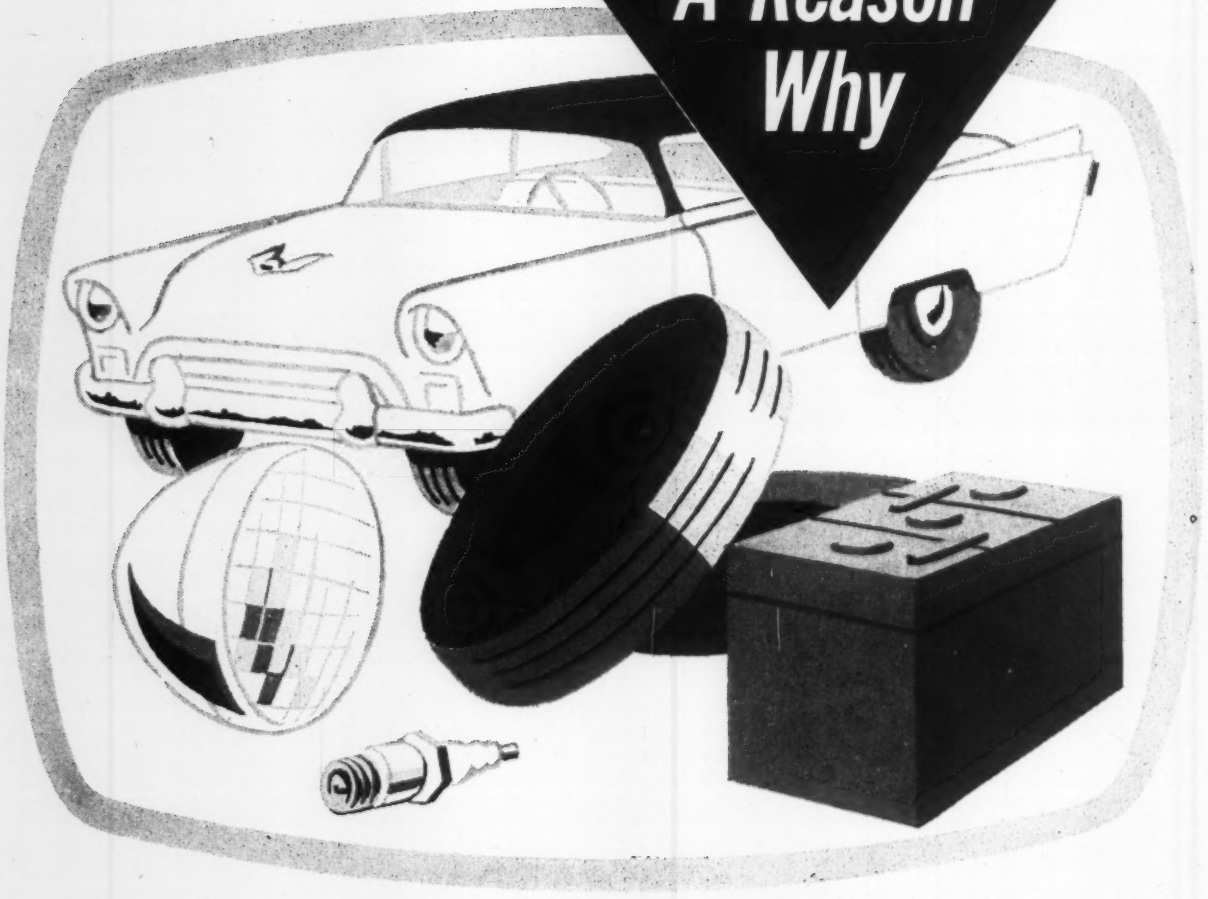
We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

There Must Be A Reason Why



Edward

NEW YORK · CHICAGO · ATLANTA

Millions and Millions of Dollars

were *invested* in Spot TV advertising

by leading automotive manufacturers during 1956.

The reason? More sales mileage to the advertising dollar, that's why! Spot TV, more than any other medium travels your message straight to the prospective car buyer. And Petry represented stations show the greatest get-up-and-go selling power when it comes to getting results for automotive advertisers.

KOB-TV . . . . . Albuquerque	WISN-TV . . . . . Milwaukee
WSB-TV . . . . . Atlanta	KSTP-TV . . . . . Minneapolis-St. Paul
KERO-TV . . . . . Bakersfield	WSM-TV . . . . . Nashville
WBAL-TV . . . . . Baltimore	WTAR-TV . . . . . Norfolk
WGN-TV . . . . . Chicago	KMTV . . . . . Omaha
WFAA-TV . . . . . Dallas	WTVH-TV . . . . . Peoria
WESH-TV . . . . . Daytona Beach	WJAR-TV . . . . . Providence
WTVD . . . . . Durham-Raleigh	KCRA-TV . . . . . Sacramento
WICU . . . . . Erie	WOAI-TV . . . . . San Antonio
WNEM-TV . . . . . Flint-Bay City	KFMB-TV . . . . . San Diego
WANE-TV . . . . . Fort Wayne	KTBS-TV . . . . . Shreveport
KPRC-TV . . . . . Houston	WNDU-TV . . . . . Sound Bend-Elkhart
WHTN-TV . . . . Huntington-Charleston	KREM-TV . . . . . Spokane
WJHP-TV . . . . . Jacksonville	KOTV . . . . . Tulsa
KARK-TV . . . . . Little Rock	KARD-TV . . . . . Wichita
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Television Division

Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

1957 PULSE PROVES WPTF is

A Better Buy Than Ever!

1. First in every period measured

2. Over six times the night audience and almost six times the audience during most of the day than next nearest station.

3. Two and one-half times the morning audience and over three times the afternoon and night audience than a 10-station local network.

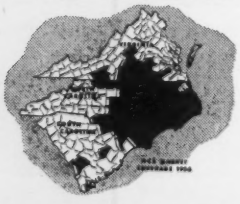
Share of Audience
Monday through Friday

	6 a.m.-6 p.m.	6 p.m.-Midnight
WPTF	35.4	39
Station B	6.1	6
Station C	5.2	5
Local Net	12.6	11
All Others*	40.7	39

*None of which has more than 4% share

Tune-in: Morning, 25.2; Afternoon, 26.5; Night, 25.7

*Source: Standard Rate and Data



WPTF

50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
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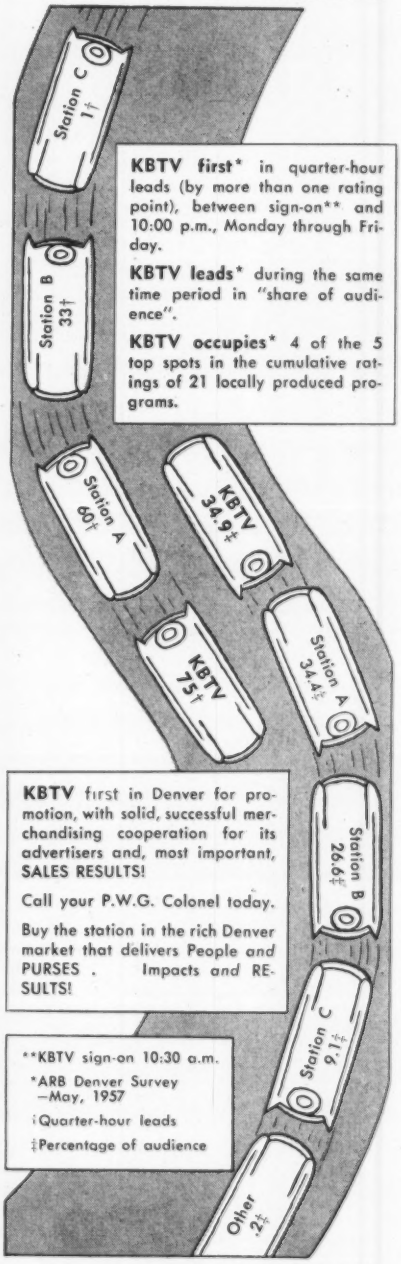
*Reg. U. S. Patent Office

Copyright 1957 by Broadcasting Publications Inc.

Coming or Going
KBTV is leader in DENVER TV

Whether you are just moving into the Denver market, or already going "great guns" here, you need Channel 9 because KBTV is FIRST in Denver when and where it counts the most!



KBTV first* in quarter-hour leads (by more than one rating point), between sign-on** and 10:00 p.m., Monday through Friday.

KBTV leads* during the same time period in "share of audience".

KBTV occupies* 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

KBTV first in Denver for promotion, with solid, successful merchandising cooperation for its advertisers and, most important, SALES RESULTS!

Call your P.W.G. Colonel today.

Buy the station in the rich Denver market that delivers People and PURSES . Impacts and RESULTS!

**KBTV sign-on 10:30 a.m.
*ARB Denver Survey —May, 1957
†Quarter-hour leads
‡Percentage of audience

Write, wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

KBTV channel 9

DENVER, COLORADO
JOHN C. MULLINS, President · a · JOSEPH HEROLD, Station Manager

WSM Talent Explodes into New Field!

Grand Ole Opry Artists Long-time Kingpins of Country Music Now Have Four Solid Hits on Pop Honor Roll!

Tune	Talent	Billboard Honor Roll — June 17
WHITE SPORT COAT	MARTY ROBBINS	Number 3
BYE, BYE LOVE	EVERLY BROTHERS	Number 7
FOUR WALLS	JIM REEVES	Number 8
GONE	FERLIN HUSKEY	Number 15

LOOK FOR MORE POP HITS FROM THIS ROSTER OF GRAND OLE OPRY STARS

TV, too

During the last six months, 24 WSM artists have made 70 Network TV guest appearances.

Roy Acuff	Eddie Hill	Ray Price
Chet Atkins	Stonewall Jackson	Jean Shepard
Rod Brasfield	Johnny & Jack	Hank Snow
The Carlisles	George Jones	Stringbean
June Carter	Jordanaires	Ernest Tubb
Carter Sisters & Mother Maybell	La Dell Sisters	Justin Tubb
Johnny Cash	Lonzo & Oscar	T. Texas Tyler
Wilma Lee & Stoney Cooper	Benny Martin	Porter Wagoner
Cowboy Copas	Minnie Pearl	Kitty Wells
T. Tommy Cutrer	Bill Monroe	Wilburn Brothers
Flatt & Scruggs	Jimmy Newman	Del Wood
Hawkshaw Hawkins	Odie & Jody	Faron Young

There is a difference ... it's WSM radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER

There's more to Florida!

It's still the nation's favorite place to get a sun tan, but business and industry have given the northern part of the state a new complexion. This area is today a rich sales empire, centering on Jacksonville and extending even far beyond the state boundaries.

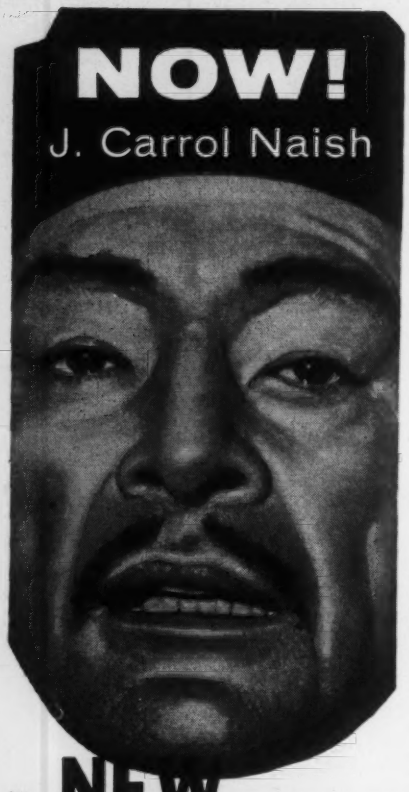
There's Georgia, for instance

...much of which is considered part of the Florida sales picture. The multi-county Jacksonville distribution area covered by WMBR-TV accounts for 22.9% of total retail sales in Florida and 16.3% of all the retail sales in the state of Georgia as well. In fact, it accounts for 20.3% of total retail sales of Florida and Georgia combined.

and WMBR-TV, Jacksonville

is a long-ingrained habit with the 295,000 television families in this 67-county area. Throughout the "outside" area, NCS showed WMBR-TV to be the eleven-to-one favorite over competing stations. "Inside" (i.e., within the Jacksonville metropolitan area), the most recent ARB proved that WMBR-TV commands close to five times the audience of its competition. To reach and sell one-fifth of Florida and Georgia combined, you need only...

Channel 4, Jacksonville — **WMBR-TV**
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales



The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

THE BIG BEAT

EIGHT DAYS after Independence Day, a half hour of network tv time was liberated for the rock 'n' roll crowd. If one's ear is tin and not attuned to the popular recorded music spun in teen-age (and pre-teen-age) quarters throughout the U. S., the efforts on ABC-TV's new Friday night summer offering, *The Big Beat*, sound more like the "big bleat."

In nearly all the July 12 program emceed by Alan Freed, the juke box came alive. Recording stars—among them Ferlin Huskey, Don Rondo, Johnnie and Joe, the Everly Brothers, Connie Francis and Sunny Gale—took turns appearing before the tv camera and running through "hits" which spin for the delight of r & r fan clubs everywhere.

Luckily, Mr. Freed and the Billy Williams Quartet provided ballast. As m. c., Mr. Freed introduced each singer without unnecessary embellishment. Billy Williams & Co.'s performance was gratifying, and on familiar ground.

ABC-TV ought to be commended, though, for attaching to this new live musical series a title that is by far one of the most intriguing of the year and for courageously offering chocolate soda music along with the bubbling champagne served these past years by Lawrence Welk.

Production cost: Approximately $20,000.
Telecast sustaining on ABC-TV, Fri., July 12, 10-10:30 p.m., EDT.
M.C.: Alan Freed.
Cast for premiere telecast: Ferlin Huskey, the Billy Williams Quartet, Don Rondo, Johnnie and Joe, the Everly Brothers, Connie Francis and Sunny Gale.
Producer: Frederick Heider.
Director: Cort Steen.
Music director: Alan Freed.
Technical director: John Broderick.
Scenic designer: Fred Stover.
Assistant director: George Patrick.

THE STAN FREBERG SHOW

THERE may be a new menace to highway safety these summer Sunday evenings. For CBS Radio has let madcap Stan Freberg out of his straitjacket just long enough to put homeward bound motorists on the car floor in spasms of laughter.

The comedian, with his mastery of voices and sounds, always has been a natural for radio. The *Stan Freberg Show* format, if such a thing can truly exist for the zany show, is sheer nonsense.

For example, the first show was concerned mainly with the rivalry in a Nevada resort town of two night clubs, the El Sodom and Rancho Gomorrah. Each counters the other with promotional stunts to lure the trade: Florence Chadwick attempting to swim the club swimming pool so wide that the management provides helicopter rescue service for customers lost in its vast expanse; the importation of a world famous orchestra with Harry Truman at the piano; the transfer of a section of the Gaza Strip to the Nevada club site where vacationers can view actual battles.

Throughout the skit the multi-voiced Freberg takes on a number of roles as he makes digs at names and places, sparing none. Even in the rare instances where lines weren't up to par, the star's intonations made them riotous.

Around all this, Stan Freberg places the pleasing vocals of Peggy Taylor as well as Jud Conlon and the Rhythmaires. All in all, the *Stan Freberg Show* is a relaxing climax for the weekender.

Production costs: Approximately $10,000.
Broadcast sustaining on CBS Radio, Sun., July 14, 7:30-8 p.m. EDT.
Origination: Hollywood.
Producer-Writer: Pete Barnum.
Director-Writer: Stan Freberg.
Writer: Howard Gossage.
Music: Billy May and orchestra.
Cast: June Foray, Daws Butler and Peter Leeds—with additions from week to week.
Announcer: Bud Sewall.

BOOKS

THE AMAZING ADVERTISING BUSINESS: a collection of *Fortune* magazine articles; Simon & Schuster Inc., N.Y.; 178 pp.; $3.50.

THE EMPHASIS in this anthology is on the business end of advertising. According to the editors of *Fortune*, the "advertising world of story and popular imagination is a sort of zoo where the male animals wear $100 neckties and communicate in a bright, rapid, chatter that sounds almost like human utterance. . . . The legend dies hard."

But this book helps to kill off the legend. Contained herein are some of *Fortune*'s best pieces on advertising bearing the bylines of Perrin Stryker, William H. Whyte Jr., Dan Seligman, Spencer Klaw and the late Bernard DeVoto, whose "The Professor Complains" is considered one of the most pungent criticisms of the agency's role in society. Then, too, there're the stories of how the $14 million Edsel account screened a number of agencies before settling on Foote, Cone & Belding, of Gerard B. Lambert and his moneymaking Listerine "machine" (written by Gerard B. Lambert), of how Bristol-Myers determines its advertising budget and how copywriters feel—privately, of course— about "hard sell," "soft sell," etc.

It is a good anthology in the sense that it makes for reading anytime of the day. The *Fortune* editors themselves, in a foreword, declare that "the great majority of books about advertising fall into one of three familiar literary categories, but this book falls into none of the three. It is not, first of all, a textbook; there is nothing in it about traffic control, mechanical production, or the art of making a layont. Nor is it an expose of fraudulent or tasteless advertising practices. Finally, this book is not, of course, a work of sentimental fiction (or any other kind of fiction). This is a book . . . in fact, about the *business* of advertising—about the product, the techniques, and the economic problems of an industry that pervades American life."

MOST POPULAR NEWSMAN

in Denver TV

Look over the last two years of ARB ratings for the Denver market.

Consistently, Carl Akers' 10 p.m. newscast has been Denver's highest rated newscast—and Denver's highest rated local program as well.

Even more important, co-sponsors Standard Oil Company and Denver & Rio Grande Western Railroad are both in their third consecutive year.

Dynamic local programming coupled with the leading TV personalities of Denver are two more reasons KLZ-TV is first with Denver viewers—first in selling results, too.

KLZ TV

CBS in DENVER

Channel 7

Represented by the KATZ Agency

Lost Lad 'Lassoed' by Radio

A LAD was missing. He had last been seen at home in Hammond, Ind., several days before, when he had put out a fire in the garage behind his parents' house. Then suddenly, he vanished. Several hundred miles away, in Amarillo, Tex., a highway cafe owner who just happened to have his radio tuned to WBBM Chicago, heard announcer Julian Bentley's description of the boy. When he realized that his newly-hired dishwasher fit the description, the cafe owner immediately called the station. As a result, the boy was returned to his parents in Hammond.

Santa Wipes His Brow

KYW Cleveland is doing something about the seasons in an attempt to disprove the oft-lamented adage that "Christmas comes but once a year." For this year Christmas will come on July 25, as well as Dec. 25, in a "Christmas in July" program planned by the station for the children of the Salvation Army and Society for Crippled Children. In addition to raising funds for a canteen at Fort Herrick, the Salvation Army camp for underprivileged children near Mentor, Ohio, KYW is accompanying station breaks with Christmas music and announcements that there are "so many giving days until Christmas."

Prodigious Prosecutor Hailed

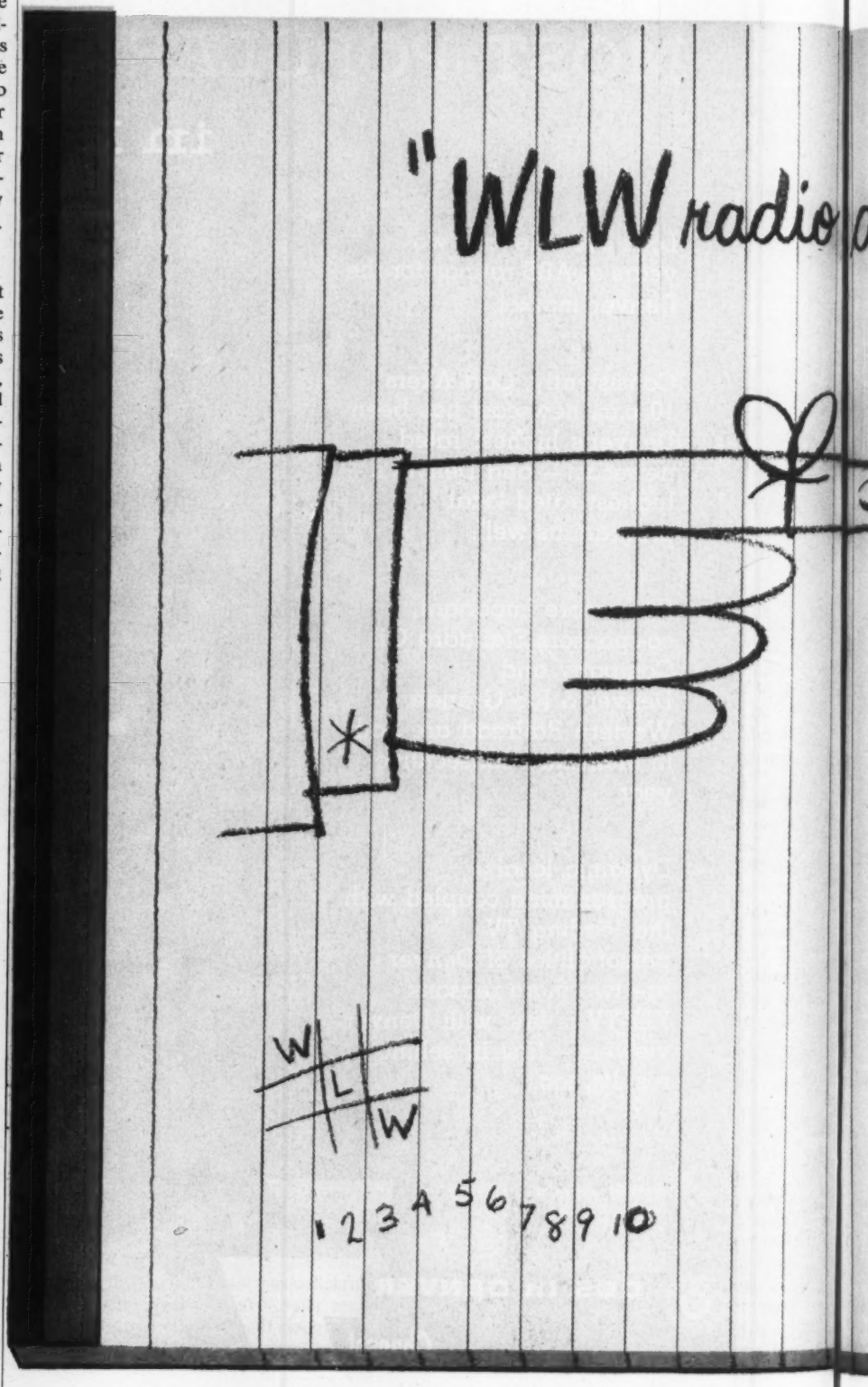
WDRC Hartford gave a day-long series of "salutes" to attorney James Egan of Hartford, a $32,000 winner with his brother, William, on the *$64,000 Question*. Mr. Egan retired July 1 as a police court prosecutor. He held the post for two years and retired because of "pressure of business, which includes appearances on the *$64,000 Challenge*."

KMPC Helps Curtail Fire

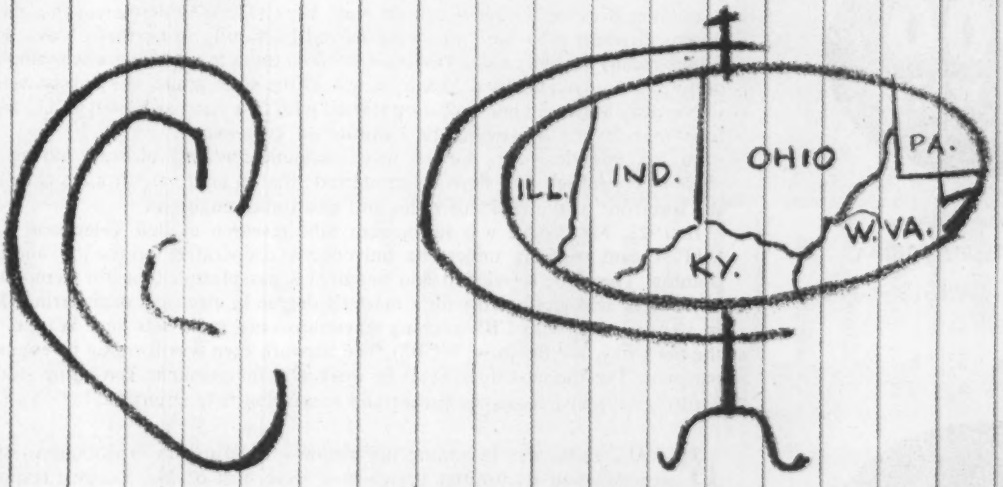
A TIMELY news bulletin from the KMPC Los Angeles news room made a hero out of 28-year-old Jerry Potter of Van Nuys, Calif. Mr. Potter was listening to KMPC when the program was interrupted to announce that fire had broken out at American Butane Co. in the San Fernando Valley. Because he had a knowledge of butane and propane equipment, and because he "had a hunch" he might be able to help out, Mr. Potter raced to the scene and convinced firemen that he could help curb the flames by closing a series of valves. For the next two hours, Mr. Potter worked feverishly, closing the more than 10 valves, thereby winning the praise of Fire Chief Marvin Meador.

2,000 Listen, Then Write

A SPECIAL $4 million Ventura, Calif., boat bill had already passed both houses of the California Legislature, but was expected to be vetoed by Gov. Goodwin J. Knight, who was reportedly not in favor of the bill. In an effort to dissuade the governor, KUDU Ventura's Bill Williams went on the air urging his listeners to phone the station and add their name to a special petition that was to be taken to Gov. Knight's office. In less than 48 hours, there were 2,000 more signatures on the document.



io audience among TOP 10 in America"



(WLW radio world)

A. C. Nielsen Company reports – WLW Radio consistently with one of the 10 largest audiences of the more than 2870 Radio Stations in America. And WLW Radio gives you the nations 5th largest unduplicated radio audience. SO BEFORE YOU BUY RADIO TIME, check with your WLW Radio representative. (You'll be glad you did!)

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

WILS

114% MORE audience
than Station B ALL DAY!*

5000
LIVELY WATTS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

LANSING

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

WILS
music news sports

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

OUR RESPECTS

to William Brewster Lodge

AS CBS-TV's top engineer and head of station relations, quiet, unassuming Bill Lodge often must exercise the patience and wisdom of a Job.

Mr. Lodge, a vice president since 1948 and last February placed in charge of station relations and engineering, estimates he spends two-thirds of his time in station relations administration and the other third in engineering.

Bill Lodge's personality is a glove-fit for the newly-assigned responsibilities. A stickler for detail, Mr. Lodge has the expert engineer's scientific approach, warmed by a sense of humor that starts with a sudden twinkle in the eye. He dresses modestly, has a mild demeanor and speaks the English language with no trace of the technical terminology that often makes an engineer almost unintelligible to the uninitiated.

William Brewster Lodge was born Aug. 17, 1907, in Whitemarsh, Pa., the son of a mining engineer who soon afterward moved his family to northern Nova Scotia. Mr. Lodge recalls trudging along two snow-covered miles to and from a schoolhouse heated only by a pot-bellied stove. When he was in the sixth grade, the family went "south" to Newton, Mass. Higher education started with two years at Wesleyan U., followed by four years at the Massachusetts Institute of Technology.

In his twenties, Mr. Lodge was mechanically-bent, already having built his share of crystal sets and showing an aptitude that in later years was to catapult him to the forefront of the ranks of radio and electronics engineers.

In 1929, Mr. Lodge was in vacuum tube research at Bell Telephone Labs as an MIT student working under the university's cooperative on-the-job and classroom training. There, he developed and patented a gas plazma tube for demodulation.

After he was graduated with a master's degree in electrical engineering, Mr. Lodge in 1931 worked with CBS hitching wavetraps onto radio sets near Wayne, N. J., for the network's WABC (now WCBS). The network then was forming its engineering department. For the next three years he worked at maintenance, setting up studio master control, designing some equipment and measuring field strengths.

BY 1934, radio was becoming big business. Hearings in Washington, station construction and transmitter design now were part of Mr. Lodge's responsibilities. The industry was maturing and so was Mr. Lodge. In 1936, he was put in charge of the CBS Engineering Dept. Radio Frequency Division, a post he held until 1942. During that time he obtained an "inkling" of station relations, for station coverage in radio networking was becoming important. He made field trips, visiting stations and their facilities. In 1937, he attended his first meeting abroad (in Havana for sessions on a radio treaty). That year, too, he was married to Margaret Wilkinson, a former faculty member at Skidmore College.

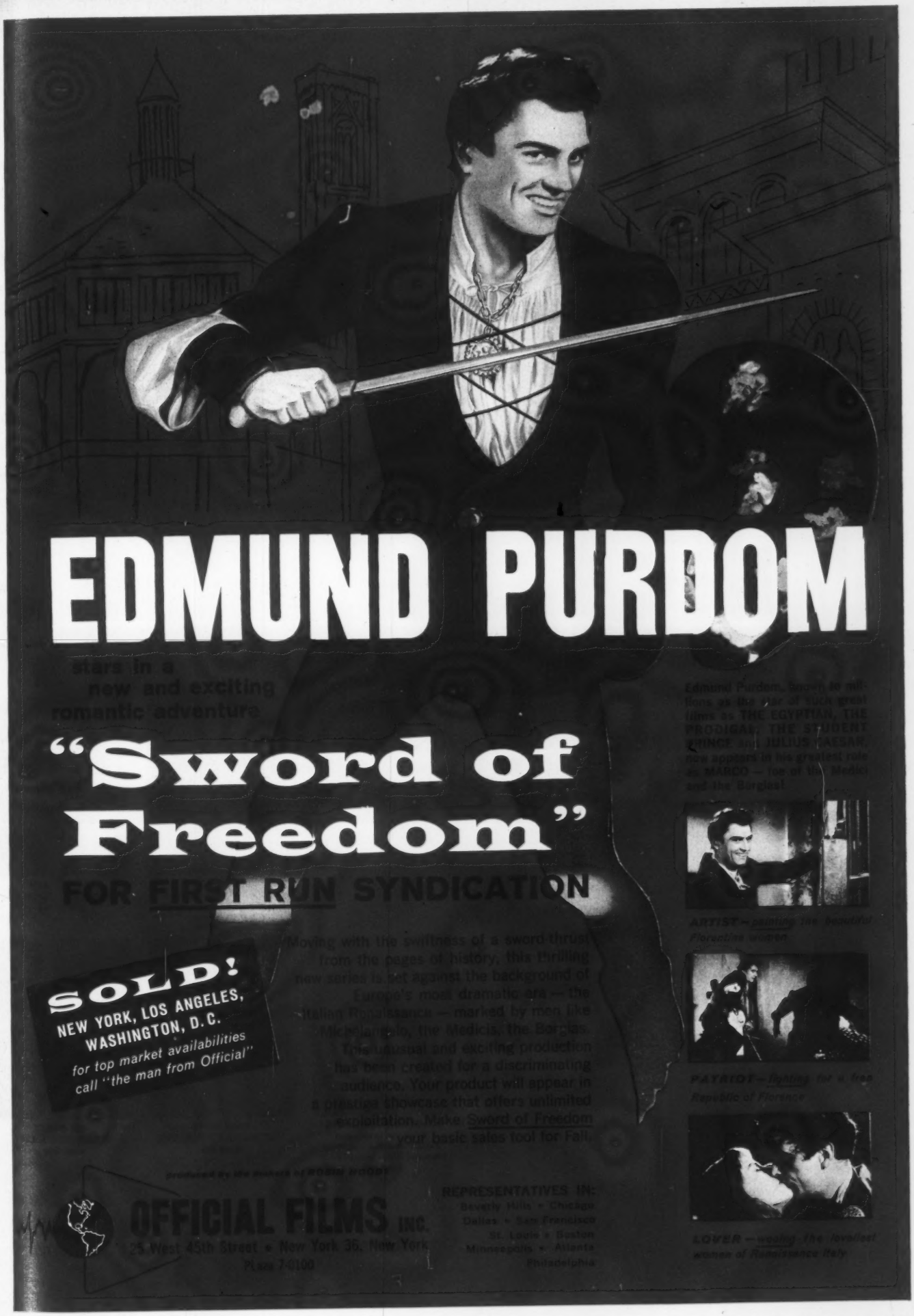
Mr. Lodge in 1942 departed from CBS for the first and only time in his career. The U. S. was in World War II and Mr. Lodge was appointed associate director of the airborne instruments lab operated by Columbia U. for the U. S. Office of Scientific Research and Development. Mr. Lodge was among the scientific talent applied by the U. S. to the development and perfection of MAD (magnetic detection of underwater craft from the air) as part of the underwater sound detection program (sonar).

In 1944, war duties were about over and CBS was in post-war planning, its engineering department was being assembled and tv was in the laboratory. Mr. Lodge returned to CBS as director of general engineering.

Since that time Mr. Lodge has been deeply engaged in engineering policy and in conducting research on coverage, as the tv transitional phase of broadcast history progresses.

For some five years Mr. Lodge, along with others in the broadcast field, followed closely the development of video tape recording. Two years ago, he was among a group of network and government experts invited by Ampex of Redwood City, Calif., for confidential demonstrations. Mr. Lodge, in sizing up the situation, reported to his network that the principle was sound even though the pictures rendered were not suitable for commercial use. Three machines were ordered and CBS engineering knowhow was activated to apply the Ampex device for practical broadcasting contributions being made to the final commercial design.

The Lodges live at Hastings-on-Hudson, N. Y. A fondness for travel keeps them hopping about abroad, that is, when he can break away. Somehow he also manages to pursue golf, photography and gardening. His industry organizational activities include delegate to the North American Regional Broadcasting Agreement; NARTB board member; vice chairman of Panel Five (theory and analysis) of Television Allocation Study Organization; fellow in the Institute of Radio Engineers; member of the Assn. of Federal Communications Consulting Engineers, and fellow and former member of the board of governors, Society of Motion Picture Engineers.


EDMUND PURDOM
stars in a
new and exciting
romantic adventure
"Sword of Freedom"
FOR FIRST RUN SYNDICATION
SOLD!
NEW YORK, LOS ANGELES,
WASHINGTON, D.C.
for top market availabilities
call "the man from Official"
OFFICIAL FILMS INC.
25 West 45th Street • New York 36, New York
Plaza 7-0100
REPRESENTATIVES IN:
Beverly Hills • Chicago
Dallas • San Francisco
St. Louis • Boston
Minneapolis • Atlanta
Philadelphia

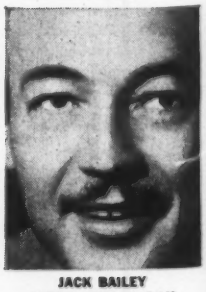
Now, during minute, the Big in daytime tele to them

ARLENE FRANCIS
(Aug. 12, HOME's hostess begins new 10 a. m. Show. Jan Murray's Treasure Hunt follows at 10:30)
10:00 AM

BILL CULLEN
THE PRICE IS RIGHT
11:00 AM

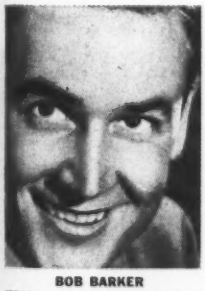
TENNESSEE ERNIE FORD
(Bride and Groom with Frank Parker and Bob Paige premiered in this period July 1)
2:30 PM

JOHN CONTE
NBC MATINEE THEATER
3:00 PM



JACK BAILEY
QUEEN FOR A DAY
4:00 PM

ng the average
iggest audience
evision Comes



BOB BARKER
TRUTH OR CONSEQUENCES
11:30 AM

JACK BARRY
TIC TAC DOUGH
12:00 NOON

BILL LEYDEN
IT COULD BE YOU
12:30 PM

...to the ten popular NBC Television personalities and the fresh new programs they star in, during the major networks' regular daytime schedules. There are still some availabilities in such big-audience shows as The Price Is Right with 5,000,000 viewers per average minute; Truth or Consequences with 5,300,000; and Comedy Time with 7,300,000. Take advantage now of the greatest growth story in the history of daytime television.

Source: Nielsen Television Index, AA Homes, June 1 '57 (NBC sustaining and commercial segments, 10 am–5:30 pm, N.Y.T.). ARB, Viewers per Set, June '57

MARTHA SCOTT
MODERN ROMANCES
4:45 PM

DICK STARK
COMEDY TIME
5:00 PM

NBC TELEVISION

Know Charlotte by the company it keeps

Charlotte's 303,542 commercial air passengers in 1956, topped totals for Phoenix, Springfield or Albany, all "first 50 markets."*
Proof that Charlotte rates a "first 50" radio appropriation, enough to use the station that exceeds its nearest Charlotte competitor in total audience (NCS #2) by 894%.

*Standard Metropolitan Area Population

Phoenix 236,448 • Springfield-Hartford 167,786 • Albany-Troy-Schenectady 147,409 • Charlotte 303,542

Call WBT or CBS Radio Spot Sales.

WBT
Radio
CHARLOTTE, N. C.

JEFFERSON STANDARD
BROADCASTING COMPANY

BROADCASTING
TELECASTING

Vol. 53, No. 4 JULY 22, 1957

THE PAY-TV DEBATE (continued)

- **Fox, Stoneham tell Celler about Skiatron-Giants tieup**
- **Estimates on wiring S.F. range from $4 to $60 million**
- **Rep. Chelf crosses colleagues, asks for test of toll**

PAY TV—particularly the cost of wiring San Francisco and Los Angeles—continued as a major topic of conversation last week in Washington and on the West Coast. Among developments:

• Matthew Fox, president of Skiatron Tv Inc., told the House Antitrust Subcommittee about his firm's plans for toll tv "in a great many cities in a great many states," with emphasis on "costs" and commitments with the Brooklyn Dodgers and New York Giants.

• Horace Stoneham, president of the Giants, testified before the same congressional group on the Giants' activities in the pay tv field and plans to move to San Francisco.

• Rep. Frank Chelf (D-Ky.), taking an opposite view from that of Reps. Emanuel Celler (D-N. Y.) and Oren Harris (D-Ark.), urged the FCC to authorize a toll tv test.

• Reports from the West Coast were published on the "staggering costs" of wiring San Francisco and Los Angeles. [Not so, say Skiatron executives.]

• Skiatron attempted to secure a franchise in Los Angeles and applied for same in San Francisco.

• A letter from Raymond F. Kohn, president of WFMZ-TV Allentown, Pa., to an undisclosed number of tv stations expressed concern over the challenge of wired pay tv, which can "cripple or destroy the broadcast services we know today."

FOX TESTIMONY PROVIDES RUNDOWN ON SKIATRON PLANS

IN TESTIMONY Thursday before the House committee, chaired by Rep. Emanuel Celler (D-N. Y.), which is investigating possible antitrust aspects of professional sports, Mr. Fox shed light on the plans of Skiatron in the pay tv field. Mr. Fox repudiated published statements from San Francisco that it would take from "$30 to $60 million" to wire that city for toll tv. Actually, it could be done for about $6 million, he said, while the cost for Los Angeles would be approximately $12 million. [For contradictions of these estimates, see below.]

On Wednesday, Mr. Stoneham had told the committee that if the Giants moved to San Francisco, their 1958 baseball games will be offered via Skiatron's system, at a cost to the set owners.

The Skiatron president stated that his firm was organized in May 1954 and shortly thereafter acquired U. S. rights to Subscriber-Vision, a toll tv system developed by Skiatron Electronics & Tv Corp. [This system is one of three which have applications pending before the FCC seeking authorization. The other two are International Telemeter Corp., a subsidiary of Paramount Pictures Corp., and Teco Inc., a subsidiary of Zenith.]

Skiatron's business interests are single-minded, Mr. Fox said. "It has no sidelines; it engages in no other kind of business operations. The sole point and purpose of its corporate existence is to bring this medium [pay tv] to the public."

While Skiatron's interests may be "single-minded," Mr. Fox's are not. He also is president of C&C Television Corp., which owns and distributes the RKO library of feature movies to tv.

He testified that Skiatron first tried to bring toll tv to the American public by "traditional broadcast methods." However, he said, because of the FCC's delay, Skiatron "has found it necessary to move ahead with plans for toll tv . . . through the utilization of closed-circuit wiring techniques." He stated that by using this system, "the American people would for the first time be able to enjoy first class programming free from the annoyance and constant vexation of commercial messages."

It is an "illusion," he said, to describe the existing network tv service as free television.

MR. STONEHAM

MR. FOX

TELLING the public—and the House Antitrust Subcommittee—that it will have to pay to see the Giants' games on tv next year (from the West Coast) are Horace Stoneham, president of the Giants, and Matty Fox, president of Skiatron. Also explained: how the Skiatron system will operate. Undecided: how much it will cost to install.

"The public pays for television programming today, and pays heavily. The fact that such payments are cloaked . . . does not alter the fact that these added charges are attributable to the advertising outlays of manufacturers and distributors for tv programs . . . ," he said.

"Closed circuit tv, however, accords to the public the opportunity to pay only for

NOT THAT POWERFUL

AT one point during the questioning of Mr. Stoneham, Rep. Kenneth Keating (R-N. Y.) expressed concern over the legality of the pay tv operation proposed by Skiatron. Evidently referring to Rep. Celler's position that the FCC does not have the legal right to authorize a pay tv test using the spectrum, Rep. Keating said, "Our chairman isn't going to let them [Skiatron] operate."

Amid laughter, Mr. Celler assured his fellow congressman he had no such power. Mr. Fox was not present during this exchange, which took place on Wednesday.

those attractions which it chooses to view. And who is to know which of these two media for tv programming costs the public more."

Mr. Fox claimed that owners and producers of program material are "strong supporters" of toll tv because it would offer them a new source of revenue. He stressed that Skiatron planned to present only "those types of entertainment and attractions which are presently presented . . . to audiences which pay for the privilege of attending them." These would include, he said, operas, ballets, theatrical attractions, first-quality feature films, educational courses, professional sports attractions.

"The television population of every area will support such programming," he claimed, "without the need for an advertiser who presently provides the money to make such programming available only in the large and concentrated population areas of the country where the advertisers' dollar can be felt."

The criticism leveled at toll tv today, Mr. Fox said, is reminiscent of the criticism "which was directed by the theatre owners against radio and tv stations when they were new, and by the horse and buggy business against the automobile industry . . ."

Under direct questioning, Mr. Fox admitted that he has negotiated, for Skiatron, with the Giants, Dodgers and New York Yankees, as well as the Pacific Telephone & Telegraph Co., three independent telephone companies in Los Angeles and with others in a "great many cities in a great many states." He declined, with permission of the committee, to give specific details of the progress of negotiations on the plea of protection from competitors. Many other queries were passed over on the same grounds.

His statements pretty well corroborated those made the previous day by Mr. Stoneham and last month by Walter O'Malley, president of the Dodgers [B•T, July 1]. The questioning of Messrs. Fox and Stoneham brought out that:

• Giant or Dodger games would be carried via pay tv next spring if those two teams move to the West Coast but that their games would remain on free tv because of previous commitments if they stay in New York.

• No set price for games has been established, but talks were in the neighborhood of 50¢-$1 per game.

• Negotiations were carried out with the Giants in April and May, with Mr. Fox meeting with the Giants' board of directors in May.

• Pay tv would be more feasible on the West Coast than in New York because of technical problems in the East.

There was a wide discrepancy between Mr. Fox' testimony and PT&T officials on just how much it would cost to wire the two West Coast cities for toll tv. Mr. Fox was asked about a statement attributed to PT&T President Mark Sullivan and released by San Francisco Mayor George Christopher that it would cost from "$30 to $60 million" and take "three to four years" to wire San Francisco.

Mr. Fox said that these estimates were based on the current coaxial cable in use, which costs 40¢ per foot and uses many and expensive amplifiers. He told the committee of a new Skiatron system which permits the laying of wire at a cost of 4¢ per foot and the use of fewer and less expensive amplifiers.

With this method, he said, San Francisco could be wired at a cost of $6 million ($12 per tv home) and Los Angeles for $12 million. New York would be a different situation because practically all the wiring there would have to be underground. He had no estimate of the cost for wiring that city.

Skiatron plans do not call for all tv homes in the two California cities to be wired at one time, he testified. However, enough could be hooked up by next spring to make operation "economically feasible," he felt. New York plans call for the outlying areas to be wired first, with a target date of late-1958 for programming.

If necessary, Skiatron could operate without the facilities of the telephone company, Mr. Fox stated.

Mr. Fox was asked if Skiatron has reached an agreement with telephone companies in New York, Los Angeles or San Francisco but again was excused from answering, because he said his negotiations were varied and many. He again did not answer when queried as to the locations involved in these widespread talks. [For comments of PT&T executives concerning Skiatron negotiations see below].

In explaining how the Skiatron system would work, Mr. Fox said that a "decoder" box would be attached to the conventional tv set. It could be activated only by using a decoder card which would be mailed monthly to all subscribers. This card also would list all programs to be offered during the month, with the price for each program.

At the end of the month, the customer would mail the card to Skiatron and he then would be billed for all programs he viewed during the month. The decoder would be arranged so that the viewer could switch from the pay channel to a free channel and back to the pay channel again without paying more than once.

Skiatron would offer programming on three unused channels simultaneously: one channel would provide 24-hour daily hi-fi music free of charge, while a variety of programming would be offered on the other two. Mr. Fox said that baseball would be only a small portion of the programming offered, but, again for competitive reasons, declined to elaborate.

A minimum $3 monthly charge would be made to subscribers, whether or not they viewed any of the offered programs during the month. This $3 charge would take care of hooking up the subscriber's set to the central system and all maintenance costs of pay-tv equipment associated with the set.

Mr. Fox labeled pay tv a "poor man's medium" designed for the man who can't afford to pay high prices to see a sporting event, a play or some other major attraction. He said the Skiatron system actually would save the viewer money by giving him a far greater number of attractions at less cost than he now pays.

Rep. Peter Rodino Jr. (D-N. J.) asked Mr. Fox if it would be fair to the set owners who bought their sets with the understanding and belief that they would not have to pay for home viewing. The witness replied that set buyers received no guarantee all programs always would be free. He said that the Skiatron system would not be taking anything from viewers, but would add programs.

He said the public does not have an "inalienable right to view baseball free of charge any more than it means the people have the right to be admitted to a stadium without paying the admission price." Skiatron also is prepared to "serve all clubs [baseball] in all locations of the country upon terms and conditions which take into account the size and population concentration of the respective areas," he stated.

COOPERATIVE WITNESS STONEHAM SAYS HE WANTS TO MOVE

MR. STONEHAM, highly praised for his cooperation and sincerity by Chairman Celler, did not have a prepared statement. His testimony followed much the same line as that offered by Mr. O'Malley of the Dodgers.

A committee counsel asked Mr. Stoneham: "Do you have a firm commitment from Skiatron to televise [Giant] games next year?" Mr. Stoneham replied that an agreement had been reached but that the Giant board of directors had not voted its approval. The agreement covers both New York and San Francisco.

Pay tv would not be possible next year in New York, he said, because the Giants' present tv contract has two years to run. He also stated that the cost of wiring San Francisco for pay tv would have no effect on the Giants' plans.

He did, however, express concern over reports that it would cost $30 to $60 million to wire San Francisco for pay tv.

Until he read this, he said, he was convinced that the Giants' west coast games—if played there in 1958—would be carried on pay tv.

Since its very beginning, tv has been an important source of revenue for the Giants, Mr. Stoneham revealed. The National League club received $400,000 for its tv rights

in 1947, compared to $730,593 in 1956. Figures for 1952-56 were released for 15 of the 16 major league clubs by the committee last month [B•T, June 24]. "Unofficial" talks with possible free tv sponsors in San Francisco indicated the Giants could receive more money from them than they have received in New York.

Skiatron guaranteed the Giants "quite some more [money]" per game for tv rights than the club presently receives, he stated without revealing an exact figure. However, the Giants would receive one-third of all money taken in, with a third going to Skiatron and a third to the licensee (distributor or agent).

Mr. Stoneham estimated that as many as 500,000 sets would be tuned in to a single Giant game. He agreed with a committee counsel's quick compilation that, at $1 charge per game and less 25% of the Giants' take which would go to the visiting club, this would amount to $125,000 for the Giants.

First contact between the Giants and Skiatron, Mr. Stoneham said, came last April when Mr. Fox asked him: "Would the Giants be interested in pay tv?" "Definitely we would," Mr. Stoneham said he replied.

The Giants president agreed with Mr. Fox that pay tv would be much more feasible at the start, on the West Coast than in New York. He estimated it would take from 10-15 years to "iron out the bugs" in a New York operation.

The Skiatron-Giants contract rules out the airing of commercials of any type, Mr. Stoneham testified, and Mr. Fox said his company does not plan to use commercials in any of its programming. However, in his testimony three weeks ago, Mr. O'Malley said there was a possibility of commercials being incorporated into the Dodger's telecasts on pay tv.

Mr. Stoneham was asked if tv is the cause of the Giants' diminishing gate returns. He replied it is, to some extent, but not as much as the figures would indicate. The main causes, he felt, are lack of parking facilities, poor public transportation to the ball park and the "pari-mutual" machines at Yonkers Raceway.

When asked if he owned any stock in Skiatron, Mr. Stoneham said that he owned 1,000 shares in Skiatron Electronics & Tv Corp., as distinguished from Skiatron Tv Inc. He said that he paid $5.50 per share.

CONGRESSMAN CHELF URGES FCC APPROVE PAY-TV TEST

TAKING direct issue with two of his colleagues, Rep. Frank Chelf (D. Ky.) last week urged the FCC to authorize a test for pay tv.

In a letter to Chairman John C. Doerfer, Rep. Chelf said that he has made a study of the toll tv problem over the past several years and has come to the conclusions that (1) the Commission has the "full, complete and final authority to permit these very necessary trials before the public," and (2) "the people of the country ought to be given an early opportunity to decide if they want any part of subscription television."

Rep. Oren Harris (D-Ark, chairman of the House Commerce Committee) and Rep. Emanuel Celler (D-N. Y., chairman of the Judiciary Committee) previously had written the FCC questioning its authority to sanction a test of pay tv. Both argued that Congress should first have a chance to legislate on the subject.

It was Rep. Celler's letter [B•T, July 15] which brought the response from Rep. Chelf. "Since when has it become a 'calculated risk' [as charged by Rep. Celler] to give to the people of the U.S. the right to decide whether a commodity is good or bad?" Mr. Chelf asked. "If pay-as-you-see tv is good, the people will demand it; if it is bad, nobody could give it to them."

A member of Rep. Celler's Judiciary Committee, the Kentucky congressman said in his letter that "my dear friend [Mr. Celler], an astute and an excellent lawyer . . . knows that existing law gives your Commission the proper authority to permit these subscription tv trials." [Mr. Chelf pointed out Thursday that Mr. Celler is the "soul of honor and integrity" and that he and Mr. Celler had an honest difference in opinion].

"It appears to me that my chairman might be disturbed, as I am sure is his New York friend, Gen. Sarnoff [RCA Board Chairman David] and other leaders in the radio-tv industry, that if a 'fair trial run' is authorized for pay tv, the people might just demand this particular service," Rep. Chelf wrote Mr. Doerfer.

He said that in his study of pay tv, it came to his attention that RCA tried to buy the patents for toll tv "from its inventors when it was first developed. If pay tv wasn't extraordinarily good— if it did not have a terrific potential—if the good general [Sarnoff] could not see its great possibilities, I feel reasonably sure he would not have wanted to waste his or his company's money for its purchase.

"Could it be that the good general became soured on pay tv when he found he could not buy or otherwise control it?" Mr. Chelf wanted to know.

[In New York last week, RCA said that if Rep. Chelf was referring to allegations made in June 1955 by E. F. McDonald, president of Zenith Radio Corp., RCA again denies the allegations. Its last statement on toll tv was filed June 6, 1955, with the FCC, RCA stated, at which time it took the position that if pay tv should prove successful economically, free broadcasters would be forced into toll operation.]

Mr. Celler had charged that a test of pay tv would result in "waste and delay" and that there would be "costly, time-consuming litigation." To which Mr. Chelf replied in his letter: "If this petition of subscription television, which has long been pending before your Commission, hasn't been 'time-consuming and costly,' I do not know the definition of these words. More delay by your Commission in rendering the decision would be about as useful as the *Queen Mary* docked at the corner of 12th & Pennsylvania Avenue [in Washington] at high noon."

To support his stand, Congressman Chelf quoted from an August 1955 *Christian Science Monitor* editorial, which stated: "Progress would not have been served by suppressing radio to save the newspapers. Free enterprise demands that every invention shall have opportunity to show its worth."

The letter closed with this advice to Mr. Doerfer: "At this late hour, do not allow anybody, no matter what position he may hold in or out of government, to attempt to either pressure or intimidate any of you [commissioners]."

Rep. Chelf said that his only interest in pay tv was in seeing that every invention "be given a fair opportunity to be heard and tried. If I thought for a minute that it would put free tv out of business—and I doubt seriously that it would—I could not be for it."

A MATTER OF MILLIONS: WHAT WOULD WIRED TV COST?

ADD to the maze of conflicting testimony about pay tv the estimates of how much it would cost to wire Los Angeles and San Francisco for such an operation.

Last Monday, Mayor George Christopher of San Francisco expressed grave concern that it would cost $30 to $60 million and take three to four years to wire a city the size of his.

MR. CHRISTOPHER

Not so, said Skiatron President Matty Fox in his testimony to the Celler subcommittee Thursday. Only $6 million would be needed, he said.

Meanwhile, after being closeted with Skiatron engineers, a relieved Mayor Christopher revised his estimate Thursday to $4 million for San Francisco, $8 million for Los Angeles. He also said that Skiatron applied for a franchise in San Francisco, Wednesday, but he did not know the details of its proposal.

Anyone not satisfied with those estimates could take that of Jerome L. Doff, vice president and general manager of Skiatron, who testified that $12 million would do it in Los Angeles.

Or take the testimony of officials of Pacific Telephone & Telegraph Co., with whom Skiatron has been negotiating. "In the tens of milllions," said Mark R. Sullivan, president of PT&T, who held a news conference in San Francisco. Mayor Christopher's original three to four year timetable was tempered by Mr. Sullivan's statement that while it "could not be done in a hurry (wiring a complete city), perhaps the television people want to do it piecemeal. I would say it would be unlikely that we could have much ready by next baseball season. I'm reluctant to predict to 1959. On the other hand, if the tv people want

only a few wires to start with, we could have those ready next week."

Alan Lane, vice president and director of operations for Skiatron, told the same news conference that "there must be a beginning to any project. We may, for example, start off with wiring 100 homes today and add 10,000 tomorrow." Asked if Skiatron had the money to afford such an operation, he replied in the affirmative. He said that Skiatron had submitted a detailed budget to PT&T, but had received no counter-proposal.

Mr. Sullivan said that while conversations had been held with Skiatron, PT&T was not limiting the project to that pay-tv firm. "We have been in contact with other tv people," he said, "but I don't think they were involved in baseball. Clearly, baseball alone could not support a project of this magnitude. Skiatron or anybody else would need more programming for its wires than baseball."

Coupled with the news about pay tv coming out of San Francisco last week was that from Los Angeles, where Skiatron's Doff appeared before the City Council. The council was considering a recommendation of its industry and transportation committee that the Skiatron application be approved and the city attorney instructed to prepare a notice of sale of such a franchise. The council, which had previously discussed the matter but postponed action until Wednesday [B•T, July 15], again put off its decision when time ran out before several opponents of the Skiatron proposal who were waiting to testify could be heard. This time, however, the postponement was for only two days and several councilmen said they expected to complete their questioning and be ready to vote on the recommendation by Friday [see AT DEADLINE].

One of those waiting to testify was Harrison W. Hertzberg, attorney for Tele Movie Development Corp., which plans to equip between 1,000 and 1,500 homes in the Los Angeles suburb of Oceanside with the Telemeter coin boxes developed by International Telemeter Corp., Paramount subsidiary [B•T, June 17].

Another was Hubert D. Long, president of the import-export firm, H. D. Long Co., who was there as a representative of a "group of leading citizens." This group, Mr. Long said, is concerned over the quality of programs that might be sent into the city's homes by a company that is not answerable to the FCC and wants to be sure that in granting any franchise the city council reserves some form of program control. In addition, his group believes that a closed-circuit tv system should be home-owned and therefore it intends to apply for a franchise itself, Mr. Long stated.

It was expected that both Mr. Hertzberg and Mr. Long would address the council Friday. International Telemeter Corp. has already expressed its intention to apply for a franchise and the council has received a letter from Harry E. Franks, president of Transamerican Television Enterprises Inc. of Boston, asking to be notified of the city's franchise terms so that he also may enter a bid.

Questioned at length by the council, T. M. Chubb, chief engineer and general manager of the city's board of public utilities and transportation, said that the franchise could not be an exclusive one, that the city would derive 2% of all revenues of the operating company, that the council had the right to revoke a franchise if it felt the holder was not going ahead with the installation but was merely using his franchise to block others and that the council could not control the rates to be charged subscribers for the service unless it first declared the franchise holder to be a public utility.

Skiatron plans are based on providing a program service that will be "esthetic as well as entertaining," Mr. Doff told the council. He noted that "our programs will have to be different, for who would pay for the same kind of programs he's already getting free?" The greatest beneficiaries will be families with the lowest incomes, who cannot afford to go out to commercial places of entertainment, he said, and for that reason Skiatron does not plan to make any charge for installing its decoding devices into subscribers' home. There will be a minimum program charge of perhaps $2 or $3 a month, he said.

When he gave his estimate of $12 million for installing a closed-circuit tv system in Los Angeles, Mr. Doff was immediately challenged by council members who cited

ADVERTISERS & AGENCIES

BABBITT MAKES TWO-WAY SHUFFLE

- **Drastically revamps top executive echelon**
- **Names Donahue & Coe, Doyle Dane Bernbach**

B. T. BABBITT Inc., New York, a firm specializing in household cleansers and allied products, made news two ways last week. The firm, a heavy user of both broadcast media, but with emphasis on tv, not only overhauled its internal management structure but also surprised Madison Ave. with the selection of two new agencies. They are:

• Donahue & Coe Inc., New York, inherits Bab-O, the Aerosol products of Babbitt's Bostwick Div., Cameo copper cleaner, Am-O powdered ammonia and the Lye brands—billing a total of $2 million. Bab-O and Bostwick had been serviced by Dancer-Fitzgerald-Sample; Cameo by Maxon Inc., and Am-O and the Lye products by Harry B. Cohen Adv.

• Doyle Dane Bernbach, New York, was assigned the $500,000 Glim liquid detergent account, also serviced by Cohen.

The Glim-Am-O-Lye brands account left Harry B. Cohen (now Cohen & Aleshire Inc.) several weeks ago after the agency and the client failed to resolve management problems. Though Babbitt officials declined to comment on what happened next, B•T learned that the company then decided to appoint D-F-S as its sole agency for all products. However, that agency could not accept the fattened Babbitt account since there would be a product conflict between Glim and two Procter & Gamble Co. liquid detergents, one of which is Biz, the other an as-yet-unannounced brand name.

Unable to accept Babbitt's "package" account, the agency then "regretfully" resigned its portion. The client then listened to various agency presentations, finally settled on D&C and DDB. Though D&C Executive Vice President Walter Weir told B•T that his agency "tried" for the entire account, it failed to get it all. Mr. Weir saluted President Bill Bernbach of DDB for "a helluva fine presentation."

The new acquisition ups Donahue & Coe's total billing to $34 million, that of Doyle Dane Bernbach to $19 million.

Behind Babbitt's agency switching is an executive reorganization affecting all ranks of the company. In turn, this reorganization stems from a "broad new program" of diversification, expansion and acquisition over the past year. The 120-year-old firm most recently acquired Bostwick Labs Div. of the Connecticut Chemical Research Corp., Bridgeport, Conn., and with it, Bostwick's line of Hep Aerosol insecticides, deodorants, oven cleaner and other household products. (The firm also manufactures Aerosol containers for such firms as John H. Breck Co.)

Also absorbed by Babbitt in recent months was Chemicals Inc. of San Francisco, manufacturers of Vano liquid starch and The Cameo Corp., manufacturers of Cameo copper cleaner.

Babbitt's internal shakeup will affect the following:

• Samuel Mendleson, president of the company, moves up to board chairman and member of the executive committee. He will be succeeded by

• Harold H. Shincel and A. O. Samuels, both members of the executive committee, who will operate the company as a team. Mr. Shincel is a former management consultant and now president of the Consolidated Metal Products Corp., Albany, N. Y., Mr. Samuels is the founder of Connecticut Chemical Research Corp., the parent firm of the Bostwick Labs.

• John L. Woolley, assistant vice president of Babbitt, and Jack Schenbergan, vice president of Bostwick. This team will head Babbitt's sales marketing activities, with Mr. Woolley directly responsible for Babbitt's grocery products line, Mr. Schenbergan for the non-grocery products.

• John E. Phillips, promoted from Bab-O marketing manager to advertising director of the company.

• Gilbert Plugge, former Glim marketing manager, to field manager of all Babbitt products.

Though the company announced it "plans an expanded budget for the most aggressive advertising and sales promotion

other estimates in the neighborhood of $50 million. But he stood firm on his original figure as the correct one for his company. Asked whether Skiatron could afford to go as high as $50 million, he replied that that would depend on the people who will be licensed to operate the service in the city.

PAY-TV: FRIEND OR FOE?

RAYMOND F. KOHN, president of WFMZ-TV Allentown, Pa. (ch. 67, dark), doesn't know "whether subscription television is our friend or foe" but he has written to an undisclosed number of station operators stating that the only way to find out, is a pay tv-test. Meanwhile, he is alarmed.

Mr. Kohn, who believes that "wired tv can cripple or destroy the broadcast services we know today" said he has been making "an exhaustive analysis of the implications involved in closed circuit, or wired, pay tv." He has concluded, he said, that "there is nothing a broadcaster is programming today that future closed-circuit tv couldn't also do." He attributed this possible competition to his recent understanding that it is economically possible to run cable with six separate circuits to a home television set."

Such techniques, he added, if backed by the resources of American Telephone & Telegraph Co., would make it very difficult for broadcasters to compete with "such a concentration of financial strength, if wired tv ever gets going, particularly if it is allied with the motion picture industry."

Because of all this, Mr. Kohn stated "if subscription tv is inevitably coming," and he thinks it is, it should be in the industry's and community's hands.

"I shudder to think what will happen if it [wired tv] proves to be a tremendous economic success. For on that day the control over the nation's tv screen will pass to those who will have no responsibility, under law or tradition, to serve the public good. Television frequencies, uhf and vhf, will be worth a dime a dozen," he warned.

program" in recent years, neither Donahue & Coe nor Doyle Dane Bernbach were prepared to offer specific figures. The figures used above applied to advertising expenditures at the three former agencies.

While the company intends to increase the budget, Mr. Phillips told B•T that he was in no position at this time to issue any figures "of any kind". Donahue & Coe thinks that 75% of the Babbitt budget at its shop will go toward broadcast media. Doyle Dane Bernbach isn't quite ready to go that far since it maintains that it only had "two days in which to think about the new account," the appointment apparently coming as "a sudden thing."

Of the Babbitt line, the big headache seems to be with Glim. Originally the first liquid detergent on the market when Babbitt acquired the formula from the Dyestuff & Chemical Div., General Aniline & Film Corp. (a U. S. corporation formed by the federal government during the war from enemy [German] war assets and subsequently transferred to private ownership), Glim at one time spent as much as $2 million on advertising. But then Procter & Gamble invaded Glim's hold on the U. S. market when P&G came out with Joy, knocking Glim into second place. Joy, in turn, assumed second place (and Glim third) when Lever Bros. Co. joined the battle with Liquid Lux. When Colgate-Palmolive came out with Vel, the market, according to a Babbitt official, "cracked wide open." The upshot: Glim was lost in a waterfall of competing liquid detergents.

At the time Harry B. Cohen and Babbitt came to a parting of the ways June 24, Glim was spending about $120,000 in advertising. But Maxwell Dane, vice president of DDB, is confident that Glim will once more be reckoned with as a liquid detergent. Doyle Dane Bernbach, one of the most visual advertising-conscious agencies in the country, makes extensive use of television, both in spot and network.

Y&R Appoints Brinkerhoff

ROBERT H. BRINKERHOFF, vice president at Young & Rubicam Inc., has been appointed manager of the agency's Chicago office, it was announced last week. He will continue his duties as manager of Y&R's contacts department under E. E. Smith, vice president in charge of Chicago operations.

Taylor to Presidency Of FC&B; Cone Moves Up

A NEW executive alignment at Foote, Cone & Belding—the first top level change in six years—is being announced today (Monday) by Fairfax M. Cone, who moves from the agency's presidency to chairman of the executive committee.

Rolland W. Taylor, vice chairman of the board and manager of the New York office, has been elected to succeed Mr. Cone as president. Also involved is the designation of a formal executive committee, which, along with the long-standing FC&B operations committee, will provide policy direction.

Mr. Cone, who has been president since 1951, noted that Mr. Taylor's election "comes at a time when our business is at the highest point in the agency's history. This is due both to increased advertising activity by old clients and the addition of several new accounts.

"Since Jan. 1 [1957] we have been retained by Hawaiian Pineapple Co. Ltd., Tidewater Oil Co., S. A. Schonbrunn & Co. (Savarin coffee) and Shulton Inc. The latter two [Savarin and Shulton] are served by our New York office, where Mr. Taylor will continue to make his headquarters."

Earlier this month, B•T pointed up FC&B's billing and account activity, estimating that the agency is handling an advertising billing that represents more than $100 million—that is $8-10 million above its level of a year ago [B•T, July 8]. Of this figure, about $40 million is in radio-tv.

The executive committee will include Mr. Cone, chairman; Robert F. Carney, who also continues as chairman of the board of directors; Mr. Taylor, and Roy Campbell, who is executive vice president of the agency. These four also serve on the eight-man operations committee.

Mr. Taylor has an impressive background in the merchandising and advertising fields. He started his career in 1930 with the Kroger Co., rising to assistant branch manager with responsibility over 540 food stores. In 1937, he joined the merchandising division of *American Weekly* and *Puck the Comic Weekly*, with which he was associated for five years.

Mr. Taylor in 1942 entered the advertising field as a vice president of William Esty & Co., where he worked on the R. J. Reynolds Tobacco, Colgate - Palmolive, Thomas Leming and Pacquin accounts.

MR. TAYLOR MR. CONE

His first association with FC&B was in 1947 when he supervised the Pepsodent, Hiram Walker and General Foods accounts at the agency. Mr. Taylor left FC&B in 1953, however, to become vice president in charge of advertising for Colgate-Palmolive Co. He returned to the agency in January 1956 as a director and executive vice president in charge of the New York office and last December was elected vice chairman of the board of directors.

BBDO Drops 'Digest' Over Cigarette Article

LONG - SMOLDERING warfare between *Reader's Digest* magazine and the U. S. tobacco industry erupted again last week as BBDO suddenly resigned the $1.8 million *Digest* account after 28 years. Reason: BBDO also services $17 million worth of American Tobacco Co. products, of which one, Hit Parade cigarettes, was singled out by the *Digest*'s current "The Facts Behind Filter-Tip Cigarettes" as being ineffectual in screening out harmful tars and nicotines.

Concerning reports that American Tobacco Co. officials had "read the riot act" to BBDO and insisted the agency either resign the *Digest* account or face possible loss of the tobacco account, Charles H. Brower, BBDO vice president-general manager, said the agency's action last Monday morning was "completely voluntary," and that it was a matter of "conflicting interest and business ethics," not of "client pressure." (No official announcement has yet been made by BBDO; all incoming calls concerning the *Digest* ac-

count were automatically referred to Mr. Brower's office.)

BBDO's action came as a surprise to *Digest* officials in Chappaqua, N. Y., who claimed they had received no previous "warning" from the agency. The client, which still claims complete satisfaction with BBDO's work, reportedly was "very unhappy" with the agency's move.

The *Digest*, which has a follow-up to the first filter-tip article scheduled for the August issue, promptly appointed J. Walter Thompson Co. as its principal agency for $1.3 million of the BBDO billing. The remainder, covering the *Digest* Condensed Book Club, has been assigned to Schwab & Beatty, N. Y., an agency specializing in publishing house accounts. JWT has been handling the magazine trade publication advertising and sales promotion.

Digest has never been a heavy broadcast user, but often has embarked upon what a BBDO official calls "opportunistic buying," that is, launching quick spot campaigns on behalf of one of its articles that happens to be in the public news. An example of this occurred last year when the *Digest* ran an article on crowded air traffic lanes. The day after the Grand Canyon air collision of TWA and United Airlines planes, the *Digest* broke a radio spot campaign in all major U. S. markets. It also has used network radio, from time to time, a recent example being CBS Radio's *Arthur Godfrey Show*.

Besides Hit Parade, sponsor of the *Marge & Gower Champion Show* on CBS-TV, BBDO also services Lucky Strike, alternate sponsor of *Your Hit Parade*. Other agencies working with American Tobacco are Sullivan, Stauffer, Colwell & Bayles (Pall Mall) and Lawrence C. Gumbinner Adv. (Herbert Tareyton).

Kroger Names Campbell-Ewald, Campbell-Mithun as Agencies

TWO national agencies were named last week to handle the account of Kroger Co., third largest U. S. food chain with retail sales of $1.4 billion last year. The agencies are Campbell-Ewald Co., Detroit, and Campbell-Mithun, Minneapolis. They take over the advertising of 23 Kroger divisions in 21 states starting Oct. 7.

Since 1930 the bulk of Kroger advertising has been handled by Ralph H. Jones Co., Cincinnati, except for a period when Ruthrauff & Ryan had the account. Campbell-Mithun has handled the St. Louis division since late 1956, having developed a personal-word guarantee technique emphasizing electronic media.

The Kroger account has been allocated roughly 10% to radio and 11% to tv in the last several years. As the fastest-growing food chain, Kroger spends an estimated $10 million a year at least on advertising, roughly $2 million for radio-tv time.

Campbell-Ewald was awarded these divisions, according to Henry G. Little, C-E president—Charleston, Chicago, Cleveland, Detroit, Fort Wayne, Grand Rapids, Indianapolis, Madison, Peoria and Toledo. Ray Mithun, Campbell-Ewald president, said his agency will handle these divisions—Atlanta, Cincinnati, Columbus, Dayton, Little Rock, Louisville, Memphis, Nashville, Roanoke, Wichita, St. Louis, Kansas City and Carbondale, Pa. The two agencies will divide advertising of the Kroger manufacturing division.

MONARCH, MOGUL PART OVER 'POLICY'

- **Differ on ad concepts, media**
- **Winemaker goes to Gumbinner**

AN unexpected shift of accounts took place last week as Monarch Wine Co. (Manischewitz wines), a heavy-radio-tv user, pulled up stakes at Emil Mogul Co.—its agency for three and a half years—and moved to Lawrence C. Gumbinner Adv., both New York.

Although the parting of Manischewitz and Mogul was said by agency President Emil Mogul to have been effected "without rancor or recrimination," Mr. Mogul issued a lengthy statement to staff employes in which he attributed the loss to "policy differences." These, he said, arose from the client's desire that the agency "adopt a radically-changed advertising concept and media strategy" with which "we just could not go along wholeheartedly." He said the agency felt such a new advertising program "might not bring credit to the agency even though it satisfied the client's wishes. It boiled down to a very simple proposition—either we capitulated completely, did what the client wanted us to do and endorsed it as right, or we voiced our objections as forcefully as we could. We chose the latter course."

Manischewitz and Monarch Gold Ribbon wines billed a total $1.5 million, of which $1.2 million was in radio-tv, $720,000 in radio and $480,000 in television. Its radio strategy was primarily in spot radio, with emphasis on disc-jockey programs, featuring transcribed jingles ("Man, Oh Manischewitz!") and/or adlibbed copy. In television, Manischewitz used local programming such as KYW-TV Cleveland's Big Wilson sportscasts.

The differences between Mogul and Manischewitz boil down to two areas of disagreement: copy platform and media strategy. Sources close to the account, but not necessarily within the agency, seem to feel the Manischewitz principals, while they have thought very highly of the jingle (" 'Man, oh Manischewitz!' made the name easy to remember"), nevertheless have felt a "certain dignity" was lacking in the Mogul sell which upped Monarch's business some 40% over the past three years. It also reportedly was felt by the wine firm's officials that "kidding" the product (negative sell) made Manischewitz the butt of many a joke. While Monarch officials—pleased with the results to date—found themselves on the horns of a dilemma, the agency was understood to have felt a sudden shift in strategy might hurt sales.

Monarch principals could not be reached for direct comment. The wine firm is on its summer vacation and will not resume operations until July 29. Nort Wyner, former Mogul account executive on Manischewitz, who last year joined the client as advertising-sales director, could not be reached at his home. Neither could President Leo Star nor Treasurer-Sales Manager Meyer H. Robinson.

The account switch becomes effective Aug. 7. Paul Gumbinner, radio-tv vice president of the new agency for Monarch, said that while no "definite recommendations" had yet been made to the client, a "complete overhaul" in advertising strategy is being "considered." Declining specifics, Mr. Gumbinner said broadcast media would continue to figure prominently in overall strategy, but that the roles of radio and television might be reversed, with television receiving the emphasis. Print, he added, will be used more.

Along this line, it was understood Monarch wanted to eliminate stations with top disc jockey programs such as KLAC Los Angeles, WHDH Boston and WNEW New York. Mogul, it was understood, felt this would strike a blow at the strategy used to give Monarch its 40% sales increase over the three years.

Mr. Mogul pointed to another factor that helped decide the mutual parting. Despite Mogul's part in bringing the client increased sales, he indicated, the agency did not participate substantially in the fruits of this success. Monarch's advertising budget "remained constant" over the entire period, he said, as "many markets were added . . . new products introduced and media rate increases experienced. In other words, we made every advertising dollar work much harder for the client—at no significant increase in billings for the agency."

Monarch is the second major Mogul ac-

MARILYN TERRORIZES US

AMERICANS are oversexed, say many foreign visitors. But one foreigner who has made the transition into an American citizen and very successfully so, Viennese-educated Dr. Ernest Dichter, president of the Institute for Motivational Research, thinks just the opposite. Americans, he maintains, are scared of sex, and the ads on television and in print show it. "We are so afraid of feminine flesh that we have enthroned as the national ideal the flat-chested angular bodies of immature adolescent models," he concludes.

The Dichter organization bases its findings on a study of tv and print media commercials and thinks that while "democracy and the feminist movement have made man and woman equal, advertising [has gone] one step further: It has made them identical . . . advertising, over-anxious not to offend taboos, leans backward in denying that desire, flesh and sexual imagination have survived in the era of consumerism."

IMR's findings are contained in the July-August issue of *Motivations*, a regular publication of the institute.

Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

- **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:
  1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
  2. A minimum of **20 special one-week displays.**
  3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
  4. Complete merchandising reports issued to you twice each 13 weeks.
- **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.
- **W-I-T-H Weekly Merchandising Service** with independent GA Stores.
- PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

W-I-T-H

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

HOUSTON WAKES UP TO FUN RADIO ON KILT

NOW TRENDEX AND PULSE CONFIRM HOOPER — FIRST IN 30 DAYS!

It's a new world's record! On Tuesday, May 14, the McLendon Corporation changed the call letters of Houston's KLBS to KILT and began a sensational new *fun radio* format. On May 14, KILT was *last* in the Houston market with only 4.6% of the Houston audience (May '57 Hooper). On June 15th — just 30 days later — KILT had jumped to 30.5% of the Houston audience (June '57 Hooper) — *first both morning and afternoon!* And now, Trendex corroborates it to the very percentage point — giving KILT a solid 30.2% all day long — first place mornings and afternoons! And so does Pulse — June, '57 Pulse figures show KILT a solid overall first place! If you're still looking at the Houston market through sleepy May eyes, wake up with the new Houston where everything has been going full Kilt on KILT, the station that's Kilt 'em in Houston.

affiliated with

KLIF/DALLAS and KTSA/SAN ANTONIO

count to go to Gumbinner. Last autumn, Mogul resigned the Block Drug Co. account (Poslam ointment, Laxium, Omega Oil) which subsequently went to Gumbinner along with the Block portion serviced by Dowd, Redfield & Johnstone, New York.

Mr. Mogul, in the staff memorandum, assured the employes working on Manischewitz that "no personnel reduction would result from the loss . . . since our current billings of over $10 million will remain at least at that level this year, with increased budgets and the acquisition of one new account more than compensating for the billing that Manischewitz represented."

The agency last week picked up Pierce Proprietaries Inc. from Kastor, Farrell, Chesley & Clifford with an account billing of $200,000 in radio only (see story, p. 42); its Revlon billings have been upped considerably since it took over the Top Brass hair lotion and the Revlon men's line and was appointed as agency of record for ABC-TV's *Guy Mitchell Show*. Knomark Mfg. Co. (Esquire shoe polish), Ronzoni, Rayco seat covers and National Shoes also all have increased billing over the past few months. Park & Tilford, Revlon, Knomark and Rayco each bill over $1 million. Mr. Mogul predicted that within three years Mogul Co. will reach $15 million in billing. The Gumbinner agency now will bill in the neighborhood of $14 million.

Edsel Signs Crosby-Sinatra For First Special, Oct. 13

EDSEL Div. of Ford Motor Co., since its inception the "talk of the advertising trade," is holding to its colors. Last week, a joint announcement revealed that Edsel's first network special for the next tv season will:

- Feature Bing Crosby and Frank Sinatra in a live, one-hour show in the Sunday 8-9 p.m. slot held by *Ed Sullivan Show* on CBS-TV. (Edsel's agency, Foote, Cone & Belding, completed the negotiations in June for taking over the show for one week [B•T, June 24].)
- Be packaged and produced by Gonzaga U. at Spokane, Wash., as a "benefit" for that institution. The show, however, will originate Oct. 13 in Television City, Hollywood.

The announcement was issued by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs; the Rev. Francis Corkery, president of Gonzaga, and John B. Simpson, vice president of FC&B.

Mr. Crosby will act as m. c. Mr. Crosby and Mr. Sinatra have never before shared co-billing on a tv program.

Mr. Sullivan, m. c. of his Mercury and Eastman-Kodak sponsored show, and the Mercury dealers offered the time period "so that the Ford Motor Co. may present its newest addition to the 'Ford family of fine cars' under the most auspicious circumstances and in one of the most popular television time periods available."

Gonzaga U. will add other "outstanding entertainers to this special Edsel show in the coming weeks," according to the FC&B-Gonzaga-CBS-TV statement.

Cadillac Said Planning $100,000 in Radio-Tv

CADILLAC Motor Car Div. of General Motors Corp., which won a special 1957 American Newspaper Publishers Assn. award for spending most of its advertising budget in newspapers, is beginning to think more about broadcast media.

The account, which normally has limited radio-tv use to a short introductory period in the fall, is understood to be taking the unprecedented step—for Cadillac—of setting up a special dealer "slush fund" of factory money exclusively for radio-tv advertising by dealers in the top 12 markets.

Although executives at MacManus, John & Adams, Cadillac's agency in Bloomfield Hills, Mich., and New York, prefer not to discuss the auto maker's official strategy now, it was learned unofficially more than $100,000 will be allocated to the fund, presumably to bolster local advertising programs with radio-tv programming after the initial announcement drive in the 12 markets.

The move reportedly follows repeated requests by dealers asking the auto firm to use more tv. Although the dealers know 1957 has been the best year in Cadillac's history (as for many high-priced auto makers), they feel tv shows off the luxury car at its best advantage, these reports indicated, and they point to Lincoln's success through bill boarding on CBS-TV's *Ed Sullivan Show* which Lincoln will drop this fall.

Although MJ&A isn't talking officially, the unofficial report is that the agency has been "selling" Cadillac on tv, and that Cadillac, though "interested," is not sold and will use the special fund to back into the medium to see what tv "is all about." This is not to say that Cadillac doesn't believe in the power of television. It has used the medium to some extent in past years. Last announcement time — October-November 1956 — Cadillac spent approximately $75,000 on a three-network "spread." At that time, it participated in NBC-TV's *Today-Home-Tonight*, CBS-TV's *Good Morning With Will Rogers Jr.*, and ABC-TV's *John Daly and the News*. In 1955, it used only NBC-TV's *T-H-T* lineup; the year before, it appears not to have used television, but in 1953, it showed up between quarters on NBC-TV's NCAA football series.

On a non-paying basis, Cadillac from time to time has appeared in tv ads by automobile accessory manufacturers and will get "the full treatment" this summer in tv spots for U.S. Rubber through Fletcher D. Richards Inc., New York. But factory money from Detroit never has been spent on the local level.

Cadillac will use radio this year, but only for a three to four week period, allocating roughly $250,000 to the introductory drive both on network (for example, NBC Radio's *Monitor*) and on local radio.

The unofficial explanation of one reason Cadillac feels more freely disposed to the broadcast media is that it, too—like several other car makers this year—will drop co-op funds. With no more worry about "balancing its dealer aid funds proportionately all over the country," Cadillac, with its slush fund, can spread its allocations about with much more ease than before, it was said.

For a minimal sum, Cadillac will sell dealers transcriptions of the Cadillac commercials, leaving timebuying responsibilities up to each dealer, it was explained.

MORE MILEAGE

THERE's just no getting away from commercials. This fall, RCA Victor will release a musical album by Joe Reisman and his orchestra, featuring —among many other selections—a Spanish rhythm number titled "Eldorado." The arrangement, by Mr. Reisman, is of the Cadillac radio commercial scored last year by Mark Lawrence, vice president of radio and television at Cadillac's agency, MacManus, John & Adams, New York. Mr. Reisman, according to an RCA Victor official, thinks "Eldorado" is the hottest number in the album and is even thinking of turning out a "single" of the tune.

U. S. Steel Sets Network Radio For Its 'Snowflake' Promotion

U. S. STEEL Co., which last year successfully used spot radio to put over its "Operation Snowflake" major appliance promotion [B•T, Nov. 19, 1956], this winter will turn to network radio instead. The major steel producer had not been a recent radio user up to the time of last year's concentrated spot effort on 54 stations in 40 markets.

BBDO, U. S. Steel's agency, announced last Friday that the client will run the fourth consecutive "Snowflake" operation for six weeks starting Nov. 18. To supplement the usual "Snowflake" announcements on the company's *U. S. Steel Hour* on CBS-TV (alt. Wednesdays, 10-11 p.m., 144 markets) starting Nov. 20, the agency has bought a three-network lineup. Participations have been bought on American Broadcasting Network's *Don McNeill's Breakfast Club*, NBC Radio's *My True Story* (which the network inherits from ABN); and the following CBS Radio programs: *Gunsmoke, Robert Q. Lewis Show, Our Miss Brooks, Galen Drake Show* and *Amos 'n' Andy*.

Although U. S. Steel won't invest any of its funds in purchasing local radio time, it once again will make available to "tie-in advertisers," namely, appliance stores, gas and electricity utilities, the "Snowflake" radio kit containing the U. S. Steel musical signature, spot announcements and hints on how to make use of local radio. (Last year, 1,588 radio stations used the kit.)

BBDO officials did not explain why U. S. Steel decided to abandon spot radio after one try, but other agency sources working on "tie-in" appliance accounts indicated the principal reason for the about-face seemed to be the feeling by U. S. Steel that network radio, with its new prestige and built-in discount structure, offers more mileage for the radio dollar.

Kaiser Retains Weaver Werner Joins as Tv VP

KAISER Industries Corp. underscored its growing interest in television last week with two major appointments.

The company, which signed two weeks ago to sponsor the hour-long *Maverick* on ABC-TV next fall [B•T, July 8], retained Sylvester L. (Pat) Weaver Jr. to direct all its tv advertising activities. Two days later it announced that Mort Werner, NBC vice president, would join Kaiser as a vice president in charge of "all the internal television activities of the affiliated Kaiser companies."

The affiliated companies, in addition to Kaiser Industries, include Kaiser Aluminum, Kaiser Steel, Permanente Cement, Willys Motors, Kaiser Engineers and Kaiser Metal Products. The Kaiser interests also include, through recent acquisitions, 50% of KHVH and 75% of KHVH-TV Honolulu.

The announcement of Mr. Werner's appointment, made Friday by President Edgar F. Kaiser, said it would become effective Aug. 19 and that Mr. Werner would "work in close association" with Mr. Weaver. Mr. Werner currently is NBC vice president in charge of tv daytime programs.

Mr. Weaver, President Kaiser said, will begin immediately to act on behalf of Kaiser and have "full responsibility" for Kaiser's position as a sponsor of *Maverick*. Coordination of the show, publicity and promotion, commercial production and contact between Kaiser, ABC-TV, Young & Rubicam (Kaiser agency) and Warner Bros. (producers of *Maverick*), will be the immediate responbilities of Mr. Weaver, the announcement said.

Spokesmen said that as director of all Kaiser's tv advertising activities, Mr. Weaver also would be in a position to recommend sponsorship of other programs or spot campaigns, if he felt expansion of the company's tv usage was desirable. At present, however, they said planning was concentrated on *Maverick*, a multi-million-dollar western-adventure package to be pitted against the highly-rated *Ed Sullivan Show* on CBS-TV and *Steve Allen Show* on NBC-TV.

Maverick is scheduled for 7:30-8:30 p.m. Sundays, starting Sept. 22.

Details of Mr. Werner's Kaiser duties were not spelled out in the announcement, except that he would be elected a vice president and be responsible "initially" for the Kaiser companies' internal tv activities, also working closely with Mr. Weaver.

It was learned, however, that among other duties he will have a prominent role in developing the Kaiser Companies' advertising and marketing plans for 1958 and expects to make a thorough study of the broadcast station ownership field, presumably to determine whether other properties should be added to the Kaiser Honolulu interests.

Mr. Werner plans to remain at NBC for at least two or three more weeks however—until three new programs on which he is working have been launched. These are the new Jack Paar *Tonight* show, the new Arlene Francis show, and the Jan Murray *Treasure Hunt* show. All three are scheduled to go on the air within the next few weeks.

MR. WEAVER MR. WERNER

Spokesmen said his successor at NBC had not been named.

Mr. Werner has been in charge of NBC-TV's *Today*, *Home*, and *Tonight* shows in addition to his vice presidency in charge of daytime programs. He joined NBC in 1951 and was assigned first to the development of morning television. Later he was named vice president and national program director, and has had a key part in the development of the Steve Allen Sunday-night show (which Kaiser will be opposing through its sponsorship of *Maverick*).

Mr. Weaver, former chairman and president of NBC, recently formed Program Service, a production and distribution organization which has lined up a 14-city "baby network" slated to be activated Aug. 26.

Anheuser-Busch Negotiations For Ruppert Control Founder

THE HEAD on many a stockbroker's beer went flat Wednesday as the oft-rumored merger between Anheuser-Busch Brewing Co., St. Louis, and Jacob Ruppert Brewery, New York, failed to materialize. Anheuser-Busch is a heavy radio spot user and Ruppert is a baseball game broadcast sponsor.

The reports of Anheuser-Busch acquiring control of Ruppert had been circulating in Wall St. for over a month. They started after a group of Ruppert stockholders began discussing stock purchase with the St. Louis Brewery. But apparently, these discussions came to naught after A-B had offered $15 a share for Ruppert stock and Ruppert had held out for $20.

In New York last week, John L. Wilson, Anheuser-Busch executive vice president, stated that negotiations have been terminated. Attorneys for Ruppert issued a statement disassociating the brewery from its stockholders' action and declaring that business is "satisfactory" and may show a profit this year under "the new management."

But Ruppert stock slipped somewhat midweek. It opened at $14.37½ a share Wednesday but closed that day at $12.50.

Anheuser-Busch brews Budweiser and Michelob beers; Ruppert brews Knickerbocker beer. Agencies are Warwick & Legler, New York (Ruppert), and D'Arcy Adv., St. Louis (Anheuser-Busch).

Tampa Agency to Become Lacey & Patterson Inc.

PHYLLIS LACEY announced this week the expansion of her advertising agency, Phyllis Lacey Adv., Tampa, into a corporation to be known as Lacey & Patterson Inc.

Mrs. Lacey will head the organization as president and treasurer, and Paul Patterson, who resigned recently as director of advertising for the Florida Citrus Commission, will be vice president and secretary. Raymond Sheldon, Tampa attorney, will be second vice president, and Carlton Bortell, creative director of Phyllis Lacey Adv., will continue in the same capacity with Lacey & Patterson, Inc.

Headquarters will be at 2308 North Dale Mabry Highway, Tampa.

MUCH ADO ABOUT MARCH

THE "misunderstanding" between Revlon Inc., Hal March and Entertainment Productions Inc. entered "Phase Two" last week as the cosmetics firm instructed attorney William B. Jaffe to hire a staff which will study the history of broadcast quiz shows. The point: to find out out just what is a "quiz" show and what is a "panel" show.

This stems from Revlon's insistence that Mr. March cannot perform as host on EPI's new panel quiz, *What's the Use?* now renamed *What's It For?* [B•T, July 8]. The program has been purchased by Pharmaceuticals Inc. through Parkson Adv. (formerly Ed Kletter Agency) and is scheduled to bow on NBC-TV (Sat. 10-10:30 p.m.) either Sept. 28 or Oct. 5.

It was learned that while Revlon had instructed Mr. Jaffe to seek an injunction in court that would bar Mr. March from appearing on EPI's new show, the attorney had not yet done so and will wait until the completion of his quiz show study project.

The contract, insists Revlon, prohibits Mr. March from appearing on any other quiz show. But Mr. March and EPI President Harry Fleischman both maintain that *What's It For?* is not a quiz, but a panel show, and claim that there is a world of difference between the two.

Steve Carlin, EPI executive producer, said Thursday that "Our attorneys [Smith & Steibel, New York] inform us that we have every right to use Mr. March," and that the packaging firm sees no reason why it should "reconcile" this legal opinion with Revlon's claim. "Revlon," he said, "seems to think that we don't have the right to hire Mr. March. Well, we think we do have that right and we are willing to prove it."

The irony of the situation is that EPI produces both *The $64,000 Question* and *The $64,000 Challenge* for Revlon as well as *What's It For?*

THIS ISN'T WHAT YOU THINK

This "S.R.O." stands for what we give our stations listed below—*"Specialized Representation Only".*

The uniqueness of each market—the individual character of each station — the particular kind of job the station delivers for a particular sponsor — that's where Harrington, Righter and Parsons concentrates manpower, time, skills and imagination. And — since a specialized, tailor-made job takes more of these than mass-produced run-of-the-mill representation — we *focus* our energies by —

1. *Restricting ourselves to the television medium*
2. *Representing a limited list of outstanding stations*
3. *Working for quality television stations that appreciate what specialized representation can do for them.*

This is a simple, sound line of reasoning — and it *works.* By delivering most to the few, Harrington, Righter and Parsons today serves a group of eminent television stations. Perhaps other stations who share this same point of view would like to know more of the story.

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

Radio Fertilizes Sales For Fertilizer Company

"AN ESSENCE distilled from an unusual blend of steer manure, honey and guts." That's the way Byron S. (Bob) Reynolds, advertising and sales manager of Bandini Fertilizer Co., Vernon, Calif., described the radio campaign that put his company into the mass market, in a talk Thursday to the Southern California Broadcasters Assn. monthly meeting in Los Angeles.

Bandini's principal business "is the development, production and mixing of chemical fertilizers and soil conditioners," Mr. Reynolds reported. "Our principal products are Gro-Rite and Dichondra for lawns; steer manure, planting mixes as conditioners and Turf, a strong entry in the liquid fertilizer field. Our products are sold through nurseries and hardware stores, with some supermarket distribution.

"Our promotional budget was always directed to the 'green thumb' market," Mr. Reynolds said, describing the green thumber as "an amateur horticulturist who spends most of his time gardening." But a sudden realization that if the green thumb market were sold 100%, the left-overs would be the real garden business changed Bandini's approach to the thousands of home-owning families who want nice gardens and lawns, but whose hobbies are something else than gardening. The agency recommended radio to reach this mass market and a spot was prepared.

"This spot was an essence distilled from steer manure, honey and guts," Mr. Reynolds said. "Steer manure because that was our product promotion at the time. Honey we came upon by chance. At a recording session Joan Jordan had a straight line on the tag, 'Bandina is the world for steer manure.' It was suggested that she soften her voice and move closer to the microphone. This resulted in the honey, or sex, approach that has been so successful.

"We say 'gut' because our conservative management was concerned about dropping steer manure out into a captive audience. We feel that radio stations were courageous for airing this intangible. They gambled along with us.

"Everyone was anxious excepting possibly our agency, then the Mayers Co., now Cunningham & Walsh. They sat back assuring us that come what may, they would protect us with every last cent we had. The spot went on the air and in came the returns."

First came a letter calling the spot "the height of shocking bad taste." Then a station reported a telephone call from a listener who got the message as she sat down to eat lunch and who was never going to listen to that station again. But then "we began to hear nice things about our spots," Mr. Reynolds said. "People enjoyed their humor . . . (and) wherever we went, began to talk and joke about our entertaining spot.

"We became confident that we were on the right track, that if with the most odious product in our line we could entertain the public, then the direction of our other product programming would be successful."

In the second Bandini spot the man suggests, "Get a load of that spread" and, when the girl reacts, "I beg your pardon," says, "No, I mean look at that Dichondra spread." This would "be difficult to produce in any other medium, yet in radio we can take advantage of the listener's own imagination," Mr. Reynolds stated.

"This makes possible the use of shock, double meaning and innuendo of inflection. This makes possible a great impact from small dollars spent. This, then, is attractive to a small budgeted advertiser such as ourselves."

Mr. Reynolds credited radio with playing "a big part in building up the Bandini stereotype. We have made legions of new friends without losing our green thumb market," he said.

Breast-o'-Chicken Names GB&B In Agency Switch From FC&B

BREAST-O'-CHICKEN Tuna Inc., San Diego, has named Guild, Bascom & Bonfigli, San Francisco, as its advertising agency, effective Sept. 1, according to an announcement today (Monday) by Walter Guild, agency president. The account, estimated at $1 million in gross billings, currently is handled by Foote, Cone & Belding, Los Angeles. No explanation was given for the change in agencies.

Media plans on Breast-o'-Chicken Tuna were not revealed, but it is believed radio and television will be a strong factor with GB&B, which is regarded as "bullish" on broadcasting, with more than 80% of its billings in radio-tv.

GB&B lost the $1.7 million Regal Pale Brewing account two months ago. A spokesman said, however, that with the acquisition of Breast-o'-Chicken Tuna and, in recent weeks, of Max Factor's Dry-Mist and Sof-Set products, plus Mary Ellen's jam and jelly, GB&B has "more than recouped" the billings lost by the defection of Regal. GB&B continues to handle Regal until a new agency is named.

Monsanto Signs With CBS-TV For Sunday Afternoon Series

MONSANTO Chemical Co., although it sold its principal consumer item, "All" detergent to Lever Bros. this past May, will turn to television in force this fall. It has signed with CBS-TV for a series of "special" science programs to be seen 10 times during the coming season under institutional sponsorship by Monsanto.

The science series is titled *Conquest* and will bring together CBS News, the American Assn. for the Advancement of Science and the National Academy of Sciences. Though final details are yet to be ironed out, Monsanto will be seen "occasionally" during the 1957-58 season in the regular time slot allocated to the as-yet-unsponsored *Seven Lively Arts* (Sun., 5-6 p.m.). It was understood that *Conquest* would receive only one showing during the balance of this year, with the rest scheduled in 1958.

Agency for the series is Gardner Adv., St. Louis, which services Monsanto's organic chemicals and consumer products divisions, Rez home finishes, "All" starch, Krilium soil conditioner and Nu fabric finishes. The series, B•T learned, was first presented to Dow Chemical Co. but was turned down after considerable work on the show by Dow's agency, MacManus, John & Adams, Bloomfield Hills, Mich. Had Dow signed for the series, it would have placed MJ&A in the position of competing with itself, for the agency services General Motors institutional advertising for *Wide Wide World*, also scheduled Sundays, 5-6 p.m., but on NBC-TV.

Pierce's Tonic Moves to Mogul

PIERCE's Proprietaries Inc., Buffalo, N. Y., has appointed Emil Mogul Co., New York, for Dr. Pierce's Golden Medical Discovery, stomach tonic, effective Sept. 1. The account, presently handled by Kastor, Farrell, Chesley & Clifford, N. Y., may be expected to bill approximately $200,000 in radio alone. Nat C. Wildman, Mogul vice president assigned to supervise Pierce's, believes television may be used in the future.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

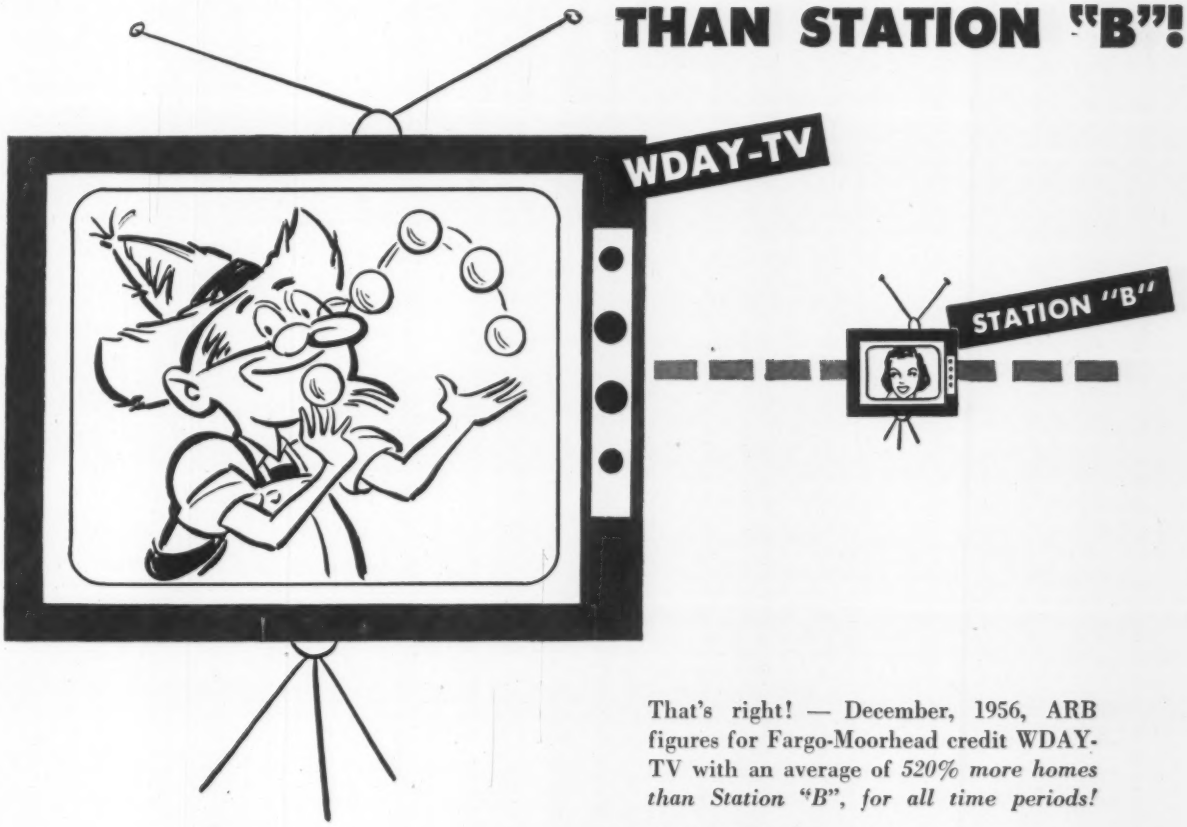
THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week June 30-July 6. This is how they spent their time:*

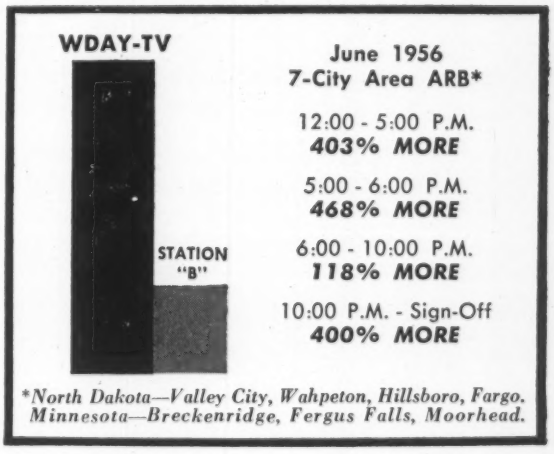
54.4%	(66,892,000) spent	1,132.1 million hours	WATCHING TELEVISION
56.2%	(69,106,000) spent	1,066.9 million hours	LISTENING TO RADIO
79.9%	(98.248,000) spent	359.0 million hours	READING NEWSPAPERS
27.0%	(33,200,000) spent	165.2 million hours	READING MAGAZINES
24.2%	(29,757,000) spent	410.3 million hours	WATCHING MOVIES ON TV
48.4%	(59,557,000) spent	251.1 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





*North Dakota—Valley City, Wahpeton, Hillsboro, Fargo. Minnesota—Breckenridge, Fergus Falls, Moorhead.

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Ad Council, Business Donated $149 Million

IN 1956, American business, through the Advertising Council, donated more than $149 million in commercial time and space to support national welfare projects.

This commentary highlights the 15th anniversary report of the council to be issued this week. The $149 million figure is said to represent a peacetime record of contributions by industry to public service advertising, surpassing 1955's $125 million.

Radio and television are credited with a significant role in the 16 major campaigns conducted by the council last year, plus 54 other projects to which the non-profit organization lent support.

On radio, the report says, regular coverage was given to 14 major campaigns and 54 other causes by broadcasters and advertisers. Circulation gained through sponsored network radio programs alone amounted to 1½ billion impressions (based on A. C. Nielsen Co. figures). It was pointed out this figure does not include "broad coverage given generously" by regional radio advertisers, major networks and radio stations throughout the country.

On television, the report states, an increase of more than 20% coverage over that of 1955 was allocated to council projects. Network advertisers alone were reported to have contributed 9.2 billion tv home impressions (Nielsen figure) to council campaigns, compared to six billion in 1955. The council estimates additional circulation contributed by local stations and tv networks would double or triple this figure.

Agencies Share Credit

The council pays tribute to the advertising agencies, which assigned a task force, consisting of an account executive, copywriters, radio and television personnel, artists and production workers, to a campaign. The agencies which served on the projects last year were: three campaigns, J. Walter Thompson Co.; two, BBDO, Campbell-Ewald Co., Compton Adv. and Foote, Cone & Belding; one, Ted Bates & Co., G. M. Basford Co., Benton & Bowles, Leo Burnett Co., Geyer Adv., Bryan Houston, Kenyon & Eckhardt, McCann-Erickson, Ruthrauff & Ryan, Schwab & Beatty, Jack Scott Inc., Sullivan, Stauffer, Colwell & Bayles and Young & Rubicam.

Some of the more effective council campaigns to which radio and tv, among other media, contributed, the report says, were Register & Vote (more Americans registered and cast their ballots than ever before); forest fire prevention (the number of forest fires decreased to 145,000 in 1956 from 210,000 in 1942); Hungarian relief (Americans contributed $7 million to this emergency); Red Cross (Americans contributed almost $85 million in 1956); Stop Accidents (there were 40,000 accidents in 1956 instead of 42,000 predicted by the National Safety Council, and NSC credited the Advertising Council campaign with helping to save these 2,000 lives).

LATEST RATINGS

TRENDEX

Tv Report for July 1-7

TOP 10 NETWORK SHOWS

Rank		Rating
1.	*$64,000 Question*	20.0
2.	*What's My Line*	19.7
3.	*The Lineup*	18.6
4.	*Hitchcock Presents*	17.9
4.	*Twenty One*	17.9
6.	*$64,000 Challenge*	17.5
7.	*Gunsmoke*	17.3
8.	*Ed Sullivan*	16.6
9.	*G. E. Theatre*	16.1
9.	*I've Got a Secret*	16.1

NIELSEN TV

Tv Report for June 9-22

TOP NETWORK SHOWS

TOTAL AUDIENCE†

Number of Homes (000)

1.	*I Love Lucy*	12,735
2.	*Gunsmoke*	12,695
3.	*December Bride*	11,929
4.	*Ed Sullivan Show*	11,808
5.	*$64,000 Question*	11,768
6.	*Playhouse 90*	11,284
7.	*I've Got a Secret*	11,163
8.	*Climax*	11,042
9.	*20th Century-Fox Hour*	10,962
10.	*The Lineup*	10,881

Per Cent of Homes*

1.	*Gunsmoke*	32.6
2.	*I Love Lucy*	32.4
3.	*December Bride*	30.4
4.	*$64,000 Question*	30.2
5.	*Ed Sullivan Show*	30.1
6.	*Playhouse 90*	29.7
7.	*20th Century-Fox Hour*	29.1
8.	*I've Got a Secret*	28.5
9.	*Climax*	28.2
10.	*The Lineup*	27.7

AVERAGE AUDIENCE‡

Number of Homes (000)

1.	*Gunsmoke*	11,606
2.	*I Love Lucy*	11,566
3.	*December Bride*	10,599
4.	*$64,000 Question*	10,559
5.	*I've Got a Secret*	9,914
6.	*The Lineup*	9,551
7.	*Ford Show*	9,309
8.	*What's My Line*	9,108
9.	*20th Century-Fox Hour*	8,826
10.	*Ed Sullivan Show*	8,745

Per Cent of Homes*

1.	*Gunsmoke*	29.8
2.	*I Love Lucy*	29.4
3.	*$64,000 Question*	27.1
4.	*December Bride*	27.0
5.	*I've Got a Secret*	25.3
6.	*The Lineup*	24.4
7.	*What's My Line*	24.4
8.	*Red Skelton Show*	23.7
9.	*Ford Show*	23.5
10.	*20th Century-Fox Hour*	23.4

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on TV homes within reach of station facilities used by each program.

Copyright 1957 by A. C. Nielsen Co.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Climax (CBS-173): Chrysler Corp. (M-E), Thurs. 8:30-9:30 p.m.
December Bride (CBS-185): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.
Ford Show (NBC-172): Ford (JWT), Thurs. 9:30-10 p.m.
G. E. Theatre (CBS-152): General Electric (BBDO), Sun. 9-9:30 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Alfred Hitchcock Presents (CBS-138): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I Love Lucy (CBS-162): General Foods Corp. (Y&R) alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.
I've Got a Secret (CBS-190): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
The Lineup (CBS-153): Brown & Williamson Tobacco Corp. (Bates) alternating with Procter & Gamble (Y&R), Fri. 10-10:30. p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Leo Burnett), Thurs. 9:30-11 p.m.
$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.
$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.
Red Skelton Show (CBS-109): Pet Milk (Gardner) alternating with S. C. Johnson & Son. (FC&B), Tues. 9:30-10 p.m.
Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
Twentieth Century-Fox Hour (CBS-133): Revlon (C. J. LaRoche), Wed. 10-11 p.m. alternate weeks.
Twenty One (NBC-144): Pharmaceuticals Inc. (Ed Kletter), Mon. 9-9:30 p.m.
What's My Line? (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

NC&K Announces Appointments

NORMAN, Craig & Kummel, New York, announced three new appointments last week. Gerald Shapiro, formerly with Al Paul Lefton, Philadelphia, has been named senior account executive. Anne Tolstoi Foster, formerly with BBDO, and Sidney Lerner, NC&K copywriter, have been appointed copy group supervisors.

Beckman-Koblitz Agency Formed

FORMATION of Beckman-Koblitz Inc., Los Angeles advertising agency, from a merger of two established agencies, was announced a fortnight ago by Milton J. Beckman, owner of Beckman, Hamilton & Assoc., and Edward L. Koblitz, founder of the Edwards Agency. Beckman-Koblitz will have headquarters, effective Aug. 1, in its own building at 915 N. La Cienega Blvd., Los Angeles, 46.

Tidewater Names Wellmerling

FRED WELLMERLING, formerly national sales and advertising manager of both Tuxedo Candy Co. and Jell-Well Dessert Co. (subsidiaries of Safeway Stores Inc.), has been appointed advertising manager of Tidewater Oil Co., according to J. Ronald Getty, Tidewater administrative vice president for marketing. Mr. Wellmerling will direct Tidewater's advertising program from headquarters in San Francisco.

"Jaxie" proudly announces . .

WFGA-TV

NBC Jacksonville, Fla.

Becomes Basic NBC

SEPT. 1st

For A Service Area of 64 Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	$1,785,944,000 (2)
Retail Sales	$1,562,627,800 (2)

(1) Television Magazine, June, 1957.

(2) Sales Management Survey of Buying Power, 1957

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.

FLORIDA'S COLORFUL STATION!

Tv Clearing House Introduces European Goods for Tv Barter

BRITISH and other European advertisers appear to be headed for exposure on U. S. television stations—not as "money" clients but as barter customers under the formula evolved by Television Clearing House Inc., New York [B•T, July 15].

Louis J. Dahlman, president of TCH, announced Thursday that the company's London office, opened last month, had negotiated three transactions. The first product exposed under his trade plan is called Accura Three Universal, described as "a three-way razor" manufactured in West Germany. He said that about $75,000 (wholesale value) worth of the razors will be bartered on New York area stations via live programs.

Awaiting clearance from U. S. customs officials, Mr. Dahlman said, are two other products never featured in America that also will be exposed on "merchandise-for-tv time" basis. They are Begley's bottle warmer (for baby bottles) and Wonderfill pens, both British products.

Under TCH's plan, a station receives merchandise instead of cash from an advertiser and turns over to the advertiser spot announcements on live programs equal to the manufacturer's wholesale value of the merchandise, with the announcements computed in the amount of the lowest one-time spot rate on the station's card.

LOAN FIRM ACKNOWLEDGES ITS DEBT TO RADIO

WITHIN recent months the personnel of Seaboard Finance Co. offices throughout the land have become accustomed to small boys sticking their heads in the door and shouting "Yenom" before scurrying away.

More important, they're finding their clients and prospective clients using the word in friendly fashion. Letters from competitors and total strangers as well as friends and acquaintances, flow in to comment on this strange word, and all in complimentary fashion.

This is scarcely a typical experience for any advertiser, particularly when the comments concern his radio commercials and especially when his business is that of making small loans, a rather serious business to the borrower. But before proceeding with the public reaction to the commercials, it might be well to see what they're like. Here's one that was used in the early spring:

"Folks, if you suffer from backaches caused by too many *back* bills, you need YENOM . . . Y-E-N-O-M, that's money spelled backwards. This 'new' green vitamin is recognized as the only cure for money worries. Yes, YENOM gives quick relief from pains brought by bills for taxes, new spring clothes and other seasonal demands that take EXTRA money. Apply for prescription at your nearest Seaboard Finance Company office. Ask for it by name, YENOM . . . Y-E-N-O-M, money spelled backwards."

And here's one used in June:

"Folks, 'Budgetitis,' an inflamed condition of the budget, is common during vacation time. Watch out for it! Most common symptoms are blood-shot eyes, sleeplessness, stinginess, fumbling for luncheon checks. It is caused by a large deposit of unpaid bills on your doorstep due to car repairs, summer fashions, wedding presents, vacation expenses. At the first sign of this annoying budgetary upset, get YENOM (money spelled backwards), the new green vitamin. You'll find it gives fast relief. Apply for prescription at nearest Seaboard Finance Co. office."

The first YENOM commercials, two of them, were included in the group of 10 prepared and recorded by Frank Bull & Co., Los Angeles, Seaboard's agency. YENOM is the brainchild of Bill Asay, radio-tv director of the agency and assistant account executive on Seaboard as well as writer of the company's commercials. "We started out easy with YENOM, as we weren't sure just how it would go over," he said, "but the branch managers went for it to the extent that since then YENOM has been the theme of all Seaboard commercials."

Finding a new copy approach for a small loan account is not easy, Mel Roach, account executive commented. Because of legal restrictions—and 32 states have statutes covering the preparation of advertising for small loan companies, with 10 requiring that all copy be submitted to a state board before use—no company can undersell or offer any essentially different service from that of any of its competitors. So coming up with a fresh copy slant that will appeal to the prospective borrower without running afoul of the law is a real problem.

MR. ROACH

"Fortunately," said Mr. Roach, "the small loan business has come of age since the days when I first began working on the Seaboard account in the mid-1930's. Then, borrowing money from a loan company carried with it a sort of stigma; most loan company offices were on second floors and had enclosed cubicles for borrowers so they could transact their business without anyone catching them at it. The light touch in copy would have been all wrong then.

"But now it's different. People know when they need money and why. They know that when they borrow it they'll have to pay it back and meanwhile they'll have to pay interest. They know those things and it's unnecessary for us to belabor them in our advertising. Today, the light touch is appropriate.

"That's why Seaboard pioneered with the use of jingles. It was the first loan company to adopt a singing commercial. That was about six years ago. We recorded four and we're still using them in rotation."

Backing up radio, Seaboard uses direct mail and point-of-purchase display material, Mr. Roach said. These, like radio, are fine for the YENOM theme, he commented, whereas an outdoor poster (which was thought of but not used) wouldn't work because "the word won't stand alone.

Just as Seaboard was the first advertiser of its kind to use the YENOM type of copy approach and, earlier, to pioneer with the singing commercial, so, about 30 years ago, was it the first in its field to go into radio. Originally, Seaboard picked radio because it was "virile, novel, exciting and new," Harold G. Simms, vice president, told a radio advertising clinic last fall.

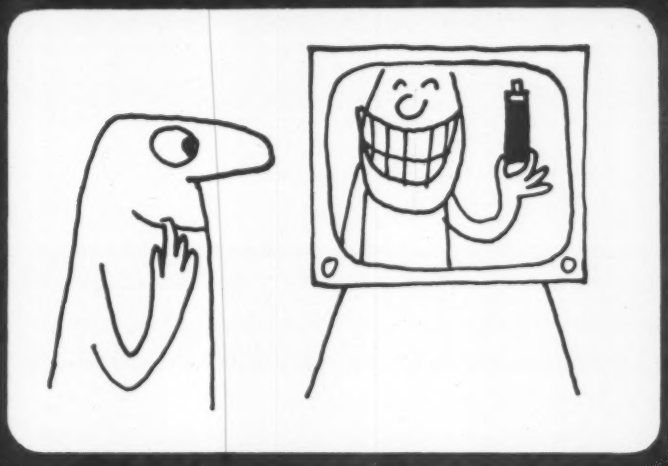
"Yet, 30 years later we will allocate almost $1 million of our national budget in this fiscal year to the same medium. Radio is still virile . . . perhaps not so novel or exciting . . . but firmly established in the family home, outdoor and motoring life," Mr. Simms stated.

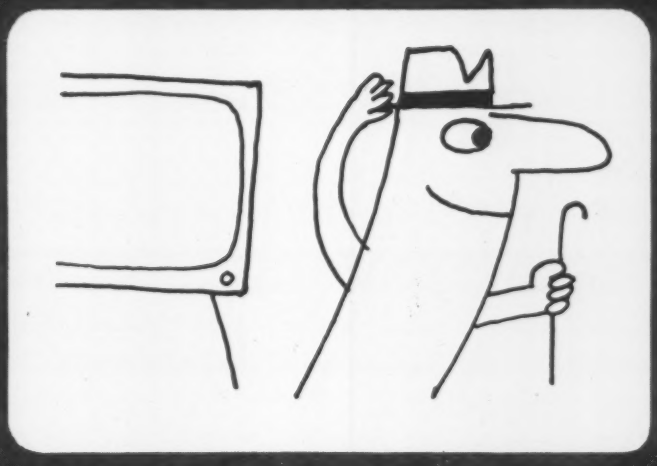
Over the years, Seaboard's use of radio has changed. First, programs were used; during the war it was newscasts, at 8 a.m. and 8 p.m. with a ship's bell sound effect as a natural tie-in with the company name. Today it is spots, bought run-of-schedule during daytime hours on about 130 stations in the 34 states, Hawaii and Canada, where Seaboard offices are located. The spots are written by Bill Asay and recorded (at Capitol in Hollywood) with Mel Roach as announcer.

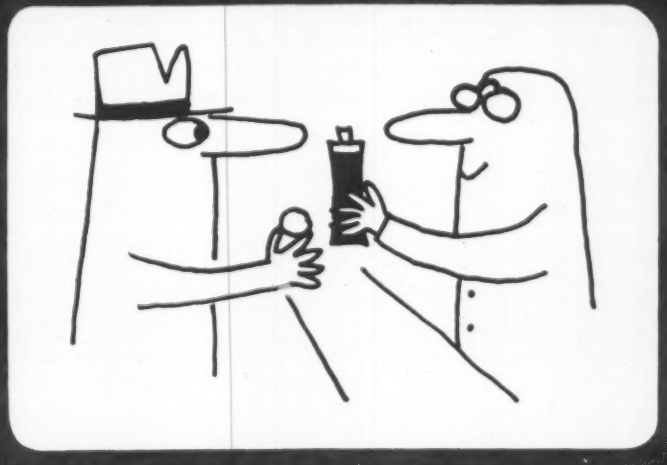
Meanwhile, Seaboard has changed, too. From a small beginning it is now third among all small loan companies (Household ranks first, Beneficial, second), with some $246 million in receivables. From 50 offices in 1945, Seaboard has grown to a chain of 380 offices today.

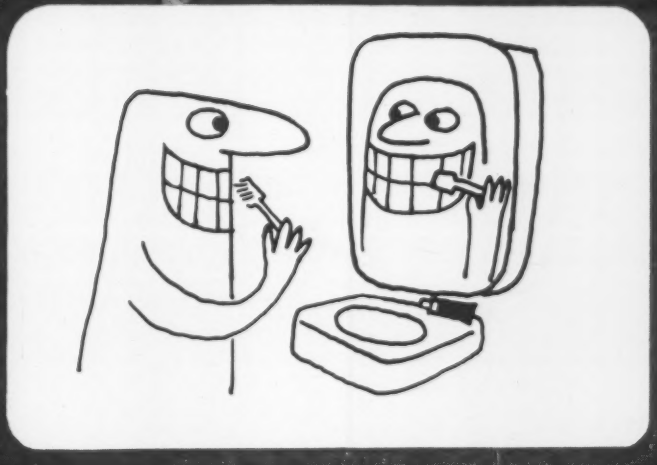
And radio has played a vital part in that growth. As Mr. Simms explained: "Seaboard watches the source of new business very carefully. Each loan application includes a question about the source of the customer. But, by and large, we watch the bigger picture of company expansion . . . office by office, and area by area. Radio is still our most potent productive source of business, at lowest cost."

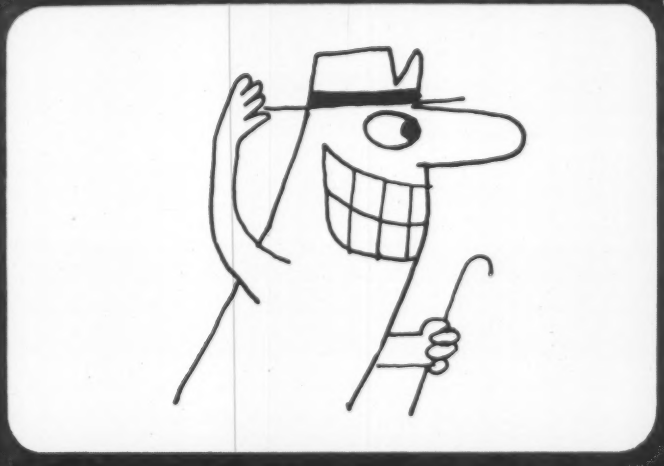
We're selling more drugs in smiling San Diego.











115% more than in 1950 for a 1956 total of $32,461,000. More than is sold in Portland, Columbus, Fort Worth or Providence-Pawtucket (R. I.).*

San Diego has more people, making more, spending more and watching Channel 8 more than ever before!

* *Sales Management 1957.*

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co

SAN DIEGO

America's more market

An Invitation To Station Managers

And Others Interested In Something More Than Juke-Box Broadcasting

Some years before Westinghouse invented Independent Radio, or Plough, Inc., switched from aspirin tablets to magic program formulas, WCUE was plugging away as Akron's only Indie.

We now have the added distinction of being Akron's most imitated station. Gradually, we've seen our network competitors wean themselves away from New York programming and switch to a version of the news-music format which WCUE introduced to Akron.

One of the keystones of our programming has always been a strong local news service. With Northeastern Ohio's largest radio news staff, WCUE offers unsurpassed local coverage. We back this up with hard-hitting editorializing.

As far as we know, WCUE is the only North American station editorializing on a regular basis twice weekly. Our editorials are broadcast five times daily, Tuesdays and Thursdays. When the need arises, we increase this schedule. We endorse political candidates, get right into touchy questions, hire free-lance researchers to supplement our regular news staff on major editorial problems.

For two years we've been doing this, winning increasing prestige for both WCUE in particular and Akron radio in general.

If your station is not now editorializing, we urge you to do so—on a regular and consistent basis. If you *are* editorializing, we invite you to exchange edits with us.

We'll be happy to add you to the growing list of VIP's who receive copies of all WCUE editorials. While many of our edits are on local issues, you'll find them helpful as thought-starters. It's understood you may use them in any way that's helpful to you and your audience as long as we're not misquoted.

Cordially,

Tim Elliot

Tim Elliot

The ELLIOT STATIONS

great independents · good neighbors

TIM ELLIOT, President

Akron, Ohio - WCUE / WICE - Providence, R. I.

The John E. Pearson Co. National Representatives

Revlon Hits New High in Sales

REVLON Inc. may have its "talent troubles" (story page 40), but financially it's in clover. The cosmetics firm, a heavy tv user, last week reported the highest sales and earnings for any half-year period in its history for the first six months of 1957.

President Charles Revson said net sales increased 15.5% to $47.2 million from the $40.8 million transacted during the first six months of 1956. Net profits rose 16.5% to $4.5 million (or $1.69 a share) from $3.9 million (or $1.45 per share). Revlon stock, which closed Thursday at 35⅜, has risen eight points over a three-week period.

Also doing very nicely was Schering Inc., the ethical drug firm of which Revlon has purchased 150,000 shares, giving it a 9% interest [B•T, July 1]. Though it was reported to have paid approximately $11 million for the stock, current market value of this block now comes to more than $13.5 million. Schering, which closed at 92⅞ Wednesday, was up to 94 Thursday.

Kendall Heads Pepsi Int'l.

DONALD M. KENDALL has been elected president of Pepsi-Cola International by the board of directors, according to an announcement last Monday by Alfred N. Steele, chairman of the board and chief executive officer of Pepsi-Cola. Mr. Kendall was vice president in charge of marketing of the parent company and prior to that was vice president in charge of national accounts and syrup sales. Mr. Kendall, who has been with the company since 1947, succeeds Henry M. Winter, who will serve as consultant to Pepsi-Cola International.

Gardner, Taylor to Cleghorn

TIME & COPY, said to be the nation's only all-radio agency, has been dissolved by its founders, Jan Gardner and Ruth Taylor, who have merged with the John Cleghorn Agency of Memphis. Miss Gardner and Miss Taylor take all their present Time & Copy accounts with them to the Cleghorn Agency, where they will function in dual roles as account executives and directors of the firm's radio-tv department. John Cleghorn, a 20-year broadcasting veteran, opened his agency last year after serving as general manager of WHBQ-AM-TV Memphis.

• BUSINESS BRIEFLY

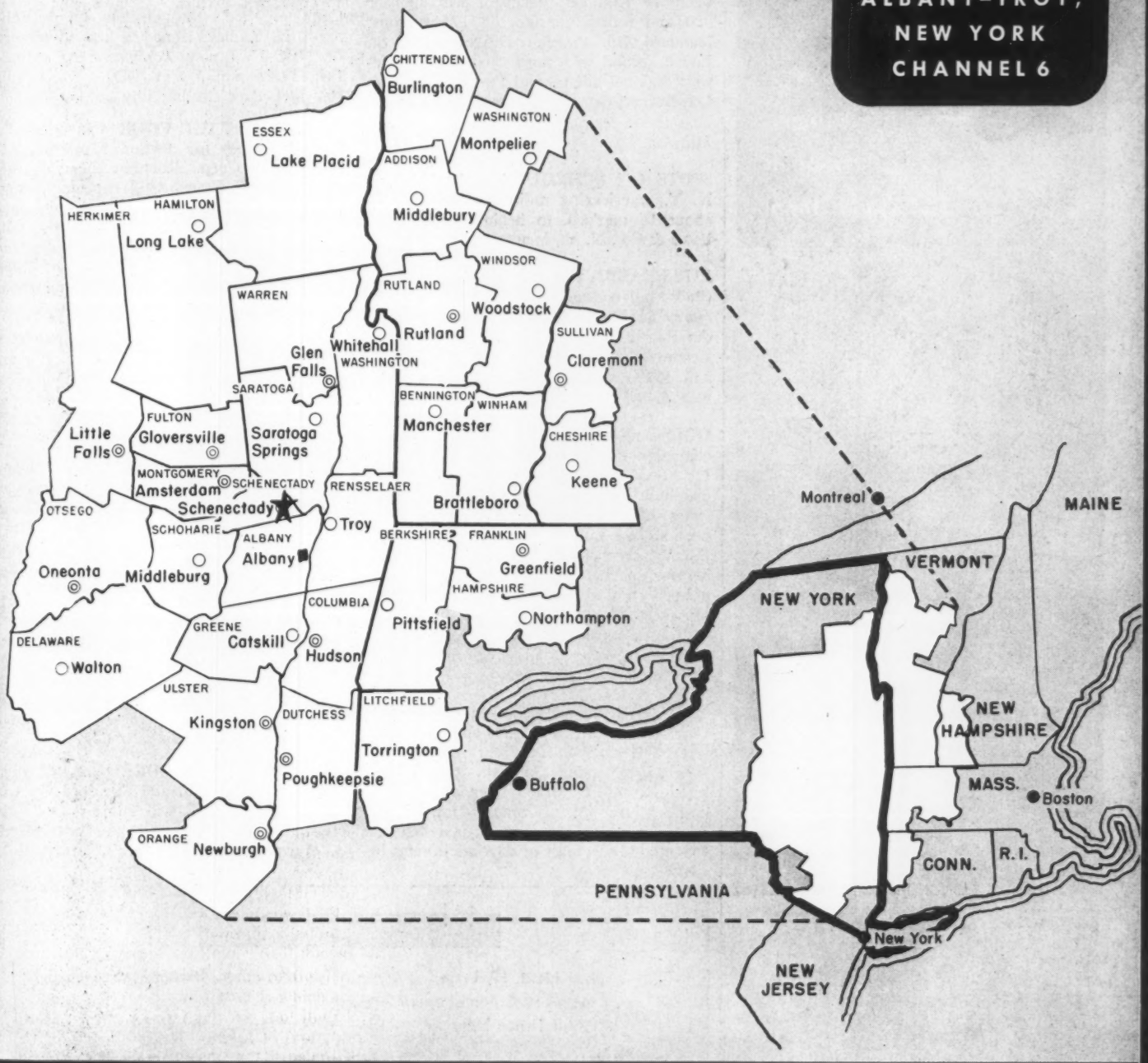
PUSH FOR POTATOES • Seabrook Farms Co., Seabrook, N. J., for its new Rissole Potatoes, launches saturation introductory print-broadcast campaign in approximately 25 east coast markets. Radio and tv spot will be used. Agency: Gore Serwer Inc., N. Y.

CAMERA SPOTS • Bell & Howell, Chicago, plans 6- to 8-week spot tv campaign in 20-30 major markets as part of $400,000 promotion to introduce new solar-powered movie camera. Tv budget reported in excess of $100,000. Company expected to announce further details Wednesday. Network radio-tv and spot radio not under con-

NOT LOCAL...

REGIONAL

WRGB
SCHENECTADY–
ALBANY–TROY,
NEW YORK
CHANNEL 6



A prestige station that delivers the advertiser's message to a maximum audience in a vital market

America's Pioneer Television Station serves Eastern New York and Western New England. Meeting our responsibilities, we deliver the finest in programming to more than half a million families in this prosperous region. Thousands depend completely on WRGB's V-signal—their only source of television. 509

WRGB, Channel 6 **Represented nationally by NBC SPOT SALES**

In Houston the turn is to 13
because we think television is more than
old movies or new ones
...more than just riding the network!
The Best Network, movies and local "live" everyday makes

HOUSTON'S BEST BUY
KTRK-TV
CHANNEL 13

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

sideration for promotion campaign, slated to start in late August or September. Agency: McCann-Erickson, Chicago.

THREE FOR FOOTBALL • Pabst Brewing, Standard Oil (Ind.) and Pure Oil will co-sponsor ABC-TV's telecast of All-Star football game from Chicago Aug. 9 (9:30 p.m. to conclusion). Pabst, through Norman Craig & Kummel, Chicago, will sponsor first and fourth quarters on 175 stations; Standard Oil, through D'Arcy Adv., St. Louis, second and third quarters on midwest regional lineup, and Pure Oil, through Leo Burnett Co., Chicago, second and third quarters on regional lineup in Southeast and Midwest.

SPOTS ON SCHEDULE • Anahist Co., N. Y., considering radio spot schedule in about 15 markets, to begin shortly. Ted Bates & Co., N. Y., is agency.

BUYS BABBITT • American Tobacco Co. (Pall Mall cigarettes), N. Y., will sponsor *Harry Babbitt Show* on 22-station CBS Radio Pacific Network hookup for 13 weeks starting July 29 (Mon.-Wed.-Fri., 7:45-8 a.m. PDT). Agency: Sullivan Stauffer, Colwell & Bayles, N. Y.

GOING NATIONAL • Radio saturation campaign utilized by Advertising Agencies Inc., Studio City, Calif., to advertise Swedish-built automobile Volvo in 11 western states, will be expanded to nationwide proportions this fall. Tv also will be used nationally, according to Kent Goodman, president of AAI, which has recently been appointed national advertising and public relations agency for Volvo Imports Inc., Detroit. Volvo commercials will continue to be placed near broadcasts of major sports events wherever possible.

CBS TIME BUYS • Signing of two new sponsors by CBS Radio was announced last week. Peter Paul Inc., for Mounds and Almond Joy candies, bought total of nine half-hours of *Arthur Godfrey Time*, simulcast daytime show. Woman's Day Inc., for *Woman's Day* magazine, signed for five 7½-minute segments of daytime dramas between July 24 and July 30. Peter Paul contract calls for sponsorship of half-hour on alternate weeks over period of 18 weeks, starting Oct. 1. Peter Paul agency: Dancer-Fitzgerald-Sample, N. Y. Woman's Day agency: Paris & Peart, N. Y.

POLAROID SNAPS 'TONIGHT' • Polaroid Corp., Cambridge, Mass., through Doyle Dane Bernbach, N. Y., and RCA, Camden, N. J., through Kenyon & Eckhardt, N. Y., have signed as first advertisers of NBC-TV's new *Tonight* show (Mon.-Fri., 11:15 p.m.-1 a.m. EDT), which will star Jack Paar starting July 29.

READY TO TAKE FOUR • In unusually large scale buy for daytime television, Atlantis Sales Corp., Rochester, N. Y., (affiliate of R. T. French Co.), expected to sign for its condiment line to sponsor four daytime CBS-TV network shows early this fall. Programs contemplated: *Valiant Lady, Our Miss Brooks, You Are The Jury* and *Edge of Night*. Agency: J. Walter Thompson, N. Y.

EXPANSION FOR REDUCING PILLS • Regimen reducing pills through Kastor, Farrell, Chesley & Clifford, N. Y., planning added saturation radio spot schedule in smaller markets. Firm currently in nearly 100 major markets.

RAILROAD CAMPAIGNS • Union Pacific Railroad will sponsor institutional campaign on tv stations from Chicago to West Coast, utilizing combination of animation and live action in commercials produced by Song Ads Inc., Hollywood.

G-STRINGS & BRAS • NBC-TV will present three hour-long special musical-variety shows, originating in Las Vegas showplaces, during the 1957-58 season under sponsorship of Exquisite Form Bras Inc. First of special programs will be carried Nov. 16 8-9 p.m., with other telecasts set for March and May. Agency: Grey Adv., N. Y.

FOOTBALL SPONSORED • Carlings Brewery, Cleveland, and Standard Oil Co. of Ohio, same city, will sponsor 1957 professional football schedule on WGAR Cleveland.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

July 22-26, 29-31 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

July 22-26, 29-31 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

July 22, 29 (9:30-10 p.m.) *Arthur Murray Party*, Bristol-Myers through Young & Rubicam.

July 24, 31 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

July 25 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

July 27 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

July 28 (4:30-5 p.m.) *Zoo Parade*, sustaining.

July 28 (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire & Rubber Co. through Young & Rubicam.

DISC-MAN'S HOLIDAY

How does Pittsburgh's No. 1 disc jockey spend his vacation?

At a turntable, of course.

The disc jockey is WCAE's **Jay Michael.** The turntable is **Martin Block's,** at WABC in New York.

Jay is one of six disc jockeys picked to run The Make Believe Ballroom for the six weeks that Martin is on his vacation. The select group was chosen for the job by Martin Block himself, who sought out the outstanding men in the field to mind the store for him.

IN PITTSBURGH, FAR OUT IN FRONT

All of which adds national recognition to the man who is far and away tops in his profession around Pittsburgh.

Pulse after Pulse, Jay Michael outpulls every other afternoon radio attraction in the market. The latest report (March-April, 1957) shows the Jaybird with ratings averaging 6.0 and soaring as high as 6.7.

HEAR FOR YOURSELF

If you're within tuning distance of WABC while Jay's in New York, we invite you to listen in. The dates are July 22 to 27. The time is 11 a.m. to Noon and 3 to 6 p.m., Monday-Friday; 9 a.m. to Noon and 6 to 7:30 p.m., Saturday. Hear for yourself why, with the Jaybird on your payroll, your sales in Pittsburgh will never take a holiday.

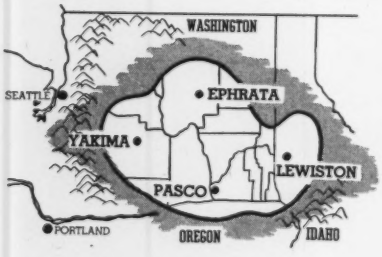
If you can't catch Jay on his New York appearance, your **Katz** man will be glad to bring over an audition disc... availabilities, too. Call him today. Ask him also about **Davey Tyson, Tommy Riggs, Bill Nesbit** and **Gloria Abdou,** four more reasons why WCAE is Pittsburgh's salesmanship station.

WCAE - PITTSBURGH PA.

Affiliated with The Pittsburgh Sun-Telegraph • Represented by The Katz Agency, Inc.

= L·E·C·

The unprecedented area dominated by Cascade's four-station, three-state network quickly adds up to the nation's LARGEST EXCLUSIVE COVERAGE. The sum total of this unchallenged exclusivity is the "Biggest TV Buy in the West"! Add Cascade to your schedule and multiply results in the vast, booming agricultural-industrial heartland of the Pacific Northwest.



CASCADE
BROADCASTING COMPANY
NBC CBS ABC

NATIONAL REPRESENTATIVE:
WEED TELEVISION
SEATTLE AND PORTLAND: MOORE AND ASSOCIATES

MBS SALE STILL HOVERS ON BRINK

- **Stevens, Crown mentioned as prospective buyers**
- **Roberts, Hauser, Schechter represent syndicate**

THE Mutual Broadcasting System hovered at the brink of a sale all last week, with a syndicate backed by two financiers mentioned as imminent buyer of the 23-year-old network.

Fronting for the buying syndicate was Paul Roberts, station manager of KRKD-FM Los Angeles.

Supplying the capital, according to late-week information, were Roger L. Stevens, New York and Detroit broker-financier, and Col. Henry Crown, of Chicago, board chairman of Empire State Bldg. Corp., New York, and Material Service Corp., Illinois concrete-sand-gravel enterprise.

Two former Mutual executives were working behind scenes on behalf of the Stevens-Crown interests. They were Bert Hauser, once MBS co-op advertising vice president and now an advertising consultant, and A. A. Schechter, once MBS news-special events vice president and now head of the New York public relations firm bearing his name.

All week the operators of 500 Mutual radio affiliates awaited the promised word from top management that a sale had been negotiated. Day after day the closed-circuit roundups at noon revealed nothing more than tips that something was about to happen.

It appeared from a sifting of the New York reports, that Thomas F. O'Neil, Mutual chairman and president of RKO Teleradio Pictures Inc. (General Tire units), had asked an estimated $550,000 plus assurances that the purchasers would earmark at least another $500,000 to maintain continuity of operations.

Early in the week Mr. Roberts reportedly handed a $20,000 option or earnest money check to John B. Poor, Mutual president. When only $330,000 of the estimated $550,000 cash figure had been produced by mid-week, it was understood Mr. Roberts was told to produce either the money or the names of his backers by sundown Wednesday or the deal would be dead.

This produced the names of Messrs. Stevens and Crown. The latter is understood to be close to Don Maxwell, managing editor of the *Chicago Tribune*, and George Halas, owner of the Chicago Bears professional football team.

Last Monday Mr. Poor went on the closed-circuit loop to tell affiliates the network was going to stay in operation despite published stories it might give up the ghost. He said a sale was imminent and that details would be divulged to affiliates when the transaction was completed.

Charles King, of Mutual station relations, told affiliates Tuesday that negotiations were under way to sell to a syndicate headed by a man of long broadcasting experience. He said a sale had been anticipated that morning but added that affiliates would be apprised of developments. He emphasized that the present RKO Teleradio radio outlets would continue as Mutual affiliates in case of a sale.

Harold M. Wagner, program operations manager, told affiliates Wednesday there was no news to report. Similarly there was no announcement Thursday but it was suggested something might happen by Friday noon.

The closed-circuit talks were liberally spotted with routine announcements about the network's commercial affairs.

These included:

Lutheran Laymen's League, 23d annual renewal effective Sept. 29, through Gotham Adv., New York.

Increase of Gabriel Heatter's broadcast schedule from 15 to 16 programs per week effective Aug. 18. The addition will be a Sunday 5:45-6 p.m. quarter-hour already two-thirds sold. Sleep-Eze Co., Los Angeles, through Milton Carlson Co., that city, and Hudson Vitamin Co., through Pace Adv., New York, have signed for the Sunday series.

Rhodes Pharmacal Co. (Imdrin), Cleveland, has signed a 52-week contract for portions of the Heatter weekly schedule; Beltone Hearing Aid Co., Chicago, has renewed. Both are placed by Olian & Bronner, Chicago.

Principals in the network sale negotiations were reported to have gone over several proposed contracts and the Mutual books with their attorneys. Among details were such matters as escrow payments, contingent items, absorption of liabilities and severance pay.

Aug. 1 was suggested as the goal for a transfer of the network to new owners in case of a sale.

Word from the negotiating room in New York indicated Mr. Poor would not be associated with new management but would stay with Mr. O'Neil. He is a vice president of RKO Teleradio Pictures and has

THE affiliation contract making WMBD-TV Peoria, Ill., an inter-connected primary affiliate of CBS-TV on or about Jan. 12, 1958, is signed in New York by (l to r): Edward P. Shurick, CBS-TV vice president and director of station relations; Charles C. Caley, president of WMBD-AM-FM-TV Inc., and Carl S. Ward, national manager of station relations for CBS-TV.

NOW! Headley-Reed offers the West's 3rd Largest Marketing Area...

with ONE order, bill, affidavit, payment!

The West's Top 10 Marketing Areas

Los Angeles — Long Beach	5,806,900
San Francisco — Oakland	2,661,500
"99 GROUP" SAN JOAQUIN VALLEY	**2,089,200**
Dallas — Fort Worth	1,350,100
Seattle — Tacoma	1,100,800
Portland — Vancouver	890,900
San Diego — Oceanside	846,600
Denver — Boulder	798,200
San Bernardino — Riverside — Ontario	634,600
San Antonio	595,000

Spaced along 300 miles of California's Highway 99, through the fabulous San Joaquin Valley, the six stations of the "99 Group" deliver intensive *penetration*, complete group *merchandising*, proved sales *effectiveness*—with *one* buy from *one* source!

The "99 Group" dominates America's richest farm market and 10 booming city and industrial areas.

Call your Headley-Reed office for new selling data and low spot rates for individual stations or group buys.

Represented individually and as a group by

HEADLEY-REED CO.

New York • Philadelphia • Chicago • Atlanta • San Francisco • Hollywood

been associated a long time with Mr. O'Neil in executive and legal capacities.

Speculation over the network's operation in case of a sale emphasized a news-music concept similar to that adopted this summer after winter-spring planning. It was indicated the news programming might be given even more emphasis and addition of new personality shows was mentioned.

Confirmation was lacking of reports that Messrs. Hauser and Schechter would become executive principals in the syndicate in case of a sale. Last week Mr. Hauser was understood to be inspecting network books for the purchasing group, with Mr. Schechter acting as public relations counsel.

It was assumed a sale would not require FCC approval since no station licenses are involved.

Mr. Stevens has been producing partner in such Broadway shows as "Twelfth Night," "Peter Pan," "Four Poster," "Tea and Sympathy," "Sabrina Fair" and "The Remarkable Mr. Pennypacker." He has served as chairman of the Empire State Bldg. Corp. executive committee. Political activities include financial chairman of the Stevenson-Kefauver campaign committee in 1956 and chairman of the Volunteers for Stevenson finance committee in 1952.

Mr. Crown is vice president, director and executive committee member of Hilton Hotels Corp.; a director of Madison Square Garden and numerous large corporations; lay trustee of DePaul U., and active in Boy Scouts, cancer work and other civic functions.

Mr. Roberts operates United Fm Inc., representative concern which has a five-year sales-lease arrangement with KRKD-FM and WBFM (FM) New York. He is an fm booster and feels the medium has a big future.

General Teleradio is expected to retain ownership of these stations, in case of a network sale: WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and WHBQ-AM-TV Memphis. General Teleradio has bought WGMS-AM-FM Washington but the sale has been involved in litigation and FCC procedure. It was understood Don Lee Network, on the West Coast, and Yankee Network, in New England, were not involved in sale negotiations.

Fred Allen Leaves $1,341,421

FRED ALLEN, late radio-tv personality, left an estate valued at $1,341,421, according to an inheritance tax return filed with the county clerk's office in Chicago Wednesday. Federal and state taxes were set at $141,411 and $635, respectively, in the return, filed under his real name, John F. Sullivan.

While Mr. Allen's will was filed in New York Probate Court, his inheritance return was submitted in Chicago because he owned three properties in Illinois valued at $62,982. His entire estate was left in trust for his widow, Portland. Mr. Allen died March 17, 1956.

NBC-TV: Optionals Are Economic Buy

RESEARCH to show advertisers they can get more for their money by using NBC-TV optional affiliates along with the network's basic-station list is being distributed by the network.

Whereas the 58 NBC-TV basic stations cover 85.9% of all U. S. tv homes, the study points out, addition of the 143 optional stations increases coverage to 98.4%—"an increase of only 15% in added coverage as compared to a 48% increase in time charges."

But while the addition of all the optionals does not seem economical "on this basis," the report continues, the economy of the optionals becomes obvious when their effect upon ratings and overall audience is considered. The report notes:

"While the optionals add only 15% in additional coverage (according to the Nielsen Television Index definition) they increase the overall network rating (basics as well as optionals) by 38%. The total increase in audience (coverage and rating) amounts to 58%, which compares very favorably with the 48% increase in time charges.

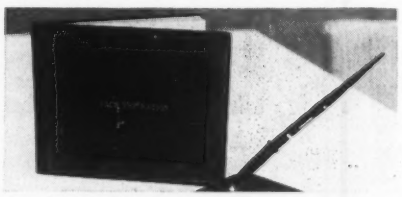
"Actually, the audience-versus-cost comparison is much more favorable than indicated, since the above figures do not reflect program cost, which is a substantial portion

NAMES THAT MADE NEWS ON CBS

A PAGE from the guest book of CBS' *Face the Nation* reads like an international "Who's Who." Take the period May 12-July 14, for example (it's reproduced below). Reading from the top: Gen. Lauris Norstad, supreme commander of NATO forces in Europe (filmed in Paris); Nikita S. Khrushchev, first secretary of the Communist Party (filmed in Moscow); Sen. William Fulbright (D-Ark.); Atomic Energy Commissioner Willard F. Libby; Dr. John P. Hagen, project director of "Operation Vanguard," earth satellite program; Prime Minister Jawaharlal Nehru of India (filmed in London), and Prime Minister Huseyn Shaheed Suhrawardy of Pakistan.

Three other celebrities appeared on *Face the Nation* during this period, but their names are on other pages of the guest book. They were Rep. Emanuel Celler (D-N. Y.), Deputy Secretary of Defense Donald A. Quarles and Sen. William F. Knowland (R-Calif.).

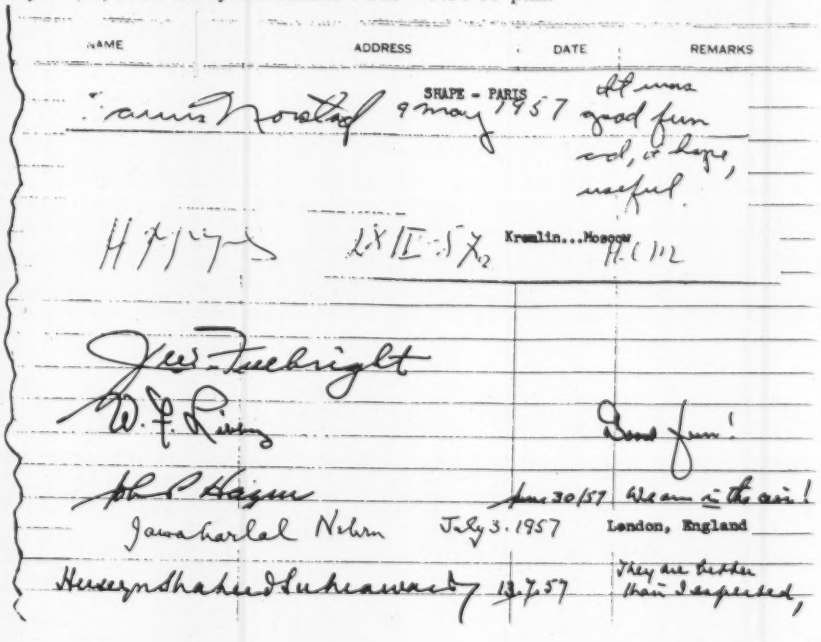
The comments *Face the Nation's* guests make under "remarks" often make stories in themselves. A recent one was the "nyet" (no) scrawled by Khrushchev. The



program's staff at first considered this a curt reply, then discovered that the Russian translation of "remarks" is "complaints."

In addition to the guest book, *Face the Nation* producer Ted Ayers also keeps a scrapbook. The first one was sufficient to hold press comment and other items concerning the show from its inception in November 1954 until the Khrushchev interview. That program alone drew enough comment to fill an entire second scrapbook.

Face the Nation is under the supervision of Ted Koop, director CBS News and Public Affairs in Washington. It is broadcast on CBS-TV Sundays, 5-5:30 p.m. EDT, and on CBS Radio Sundays, 9:30-10 p.m.



the only station out of its TEENS!

WXLW WITH 22.4% PULSE SHARE OF THE AUDIENCE!

. . . the only Indianapolis radio station out of its teens, preferred by and selling the audience that does the *buying*—the *adult* audience. Here's your radio buying guide to who's-who in the heart of Hoosierland . . . proof in black-and-white that, for bigger sales results, it's WXLW with a 22.4% PULSE share of the audience, the *largest* share in Indianapolis, 7 days per week. The reason? WXLW's programming is different . . . a music and news formula deliberately and specifically created to sell the adult age group . . . representing the lion's share of the purchasing power. WXLW's is a vast audience of product-hungry Indianapolis *adults* who *buy more* of everything you want to sell. The chart proves it . . . and so will your sales.

CONTACT YOUR NEAREST
JOHN E. PEARSON REPRESENTATIVE

WXLW TOPS THEM ALL

INDIANAPOLIS METROPOLITAN AREA—APRIL, 1957—SHARE OF AUDIENCE				
Monday-Friday 6 A.M.-6 P.M.	Mon.-Fri. 6 A.M.-6 P.M.	Saturday 6 A.M.-6 P.M.	Sunday 6 A.M.-6 P.M.	Week 6 A.M.-6 P.M.
WXLW	19.8	20.5	29.0	22.4
Sta. A	19.1	18.3	16.4	18.1
Sta. B	17.9	16.2	12.7	16.2
Sta. C	17.7	13.4	15.4	15.7
Sta. D	12.1	15.0	10.8	12.7
Sta. E	10.8	11.1	9.5	10.6
Misc.	2.8	5.5	5.8	4.4
H.U.R.*	23.8	18.3	14.4	18.9

*Homes using radio Rating Source: The Pulse, Inc.

950 ON YOUR DIAL

WXLW

INDIANAPOLIS
5,000 WATTS DAYTIME

Indianapolis' FINEST approach to HIGH FIDELITY sound!

THE HIGHEST

tower in the Eastern U.S.
(4th highest in the world)
is being erected right now in

Augusta, Ga.

1,292 feet tall
1,375 feet above average terrain
1,677 feet above sea level

will serve . . .
1½ million people

will cover . . .
more of S. C. than any other S. C. station, PLUS . . .
more of Ga. than any station outside of Atlanta.

maximum power . . .
100,000 watts
low band VHF
NBC & ABC networks

WJBF CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

of an advertiser's total tv expenditure. For example, gross time and talent for the average evening tv program is about $80,000 for an advertiser using only the basic stations. Consequently, adding all the optionals would increase his total cost by only 28% as compared to increasing his audience by 58%."

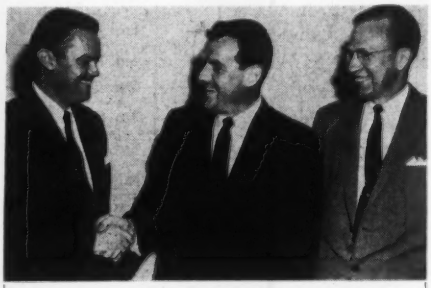
Pointing up the "reinforcing action of optionals," the report continues:

"The basics get a 17.8 rating in the area served only by the basics. However, in the overlap area (area served by both basics and optionals), the basics get only a 12.3 rating as compared to a 16.0 rating for the optionals. Thus by adding the optionals an advertiser more than doubles his audience in the overlap area, getting a 28.3 rating instead of 12.3. Further, in the optional-only area the optionals deliver a 29.5 rating. . . .

"The fundamental point is that although the optionals add little in the way of unduplicated coverage, according to NTI coverage figures, they more than double the NBC Network's audience in the overlap area and as a group deliver substantially higher ratings than do the basics. Thus, adding optionals enables advertisers to improve their network buys by lowering the cost-per-thousand and covering secondary markets at a cost far below that possible in other media."

ABC-TV Sets Fedderson Series

ABC-TV will broadcast the Don Fedderson Productions program *Do You Trust Your Wife?* as a live daytime half-hour five-a-week strip starting in October. The program was on CBS-TV last season as a pre-filmed weekly evening film series, co-sponsored by General Motors (Frigidaire) and Liggett & Myers Tobacco Co. (L & M cigarettes) with Edgar Bergen as master of ceremonies. Negotiations with several advertisers are under way for Mr. Bergen to resume the nighttime program on ABC-TV this year.



OLIVER TREYZ (l), ABC vice president in charge of television, shakes hands with Henry P. Slane, president of WTVH (TV) Peoria, Ill., following the signing of the station as a primary ABC-TV affiliate. At right is Robert Coe, ABC-TV station relations regional manager. WTVH, which operates on ch. 19 with 500 kw, is in an all-uhf area. The station is owned by the Hilltop Broadcasting Co., a subsidiary of Peoria Journal Star Inc.

CBS West Coast Network Becomes CBS Radio Pacific

THE west coast chain of CBS-owned radio stations and CBS Radio affiliates will be known as the CBS Radio Pacific Network, according to an announcement last week by Fred Ruegg, general manager of KNX-AM-FM and of the network. The chain formerly was known as the Columbia Pacific Radio Network. CBS Radio feels that the new name "will provide closer identification . . . and eliminate any possible confusion."

CBS-TV Appoints Livingston To Succeed Frank Samuels

APPOINTMENT of Robert Livingston as Pacific coast manager of network sales, CBS-TV, effective Aug. 1, was to be announced today (Monday) by Thomas H. Dawson, CBS-TV executive vice president, network sales. Mr. Livingston, an account executive in the New York office of CBS-TV network sales since 1950, succeeds Frank Samuels who died in Los Angeles early this month.

Mr. Livingston joined CBS in 1946 as a member of the local sales staff of WBBM, CBS-owned station in Chicago. After this he was New York representative for WBBM, with CBS Radio Spot Sales, and finally, sales manager of WBBM, before joining the New York television network sales staff in 1950.

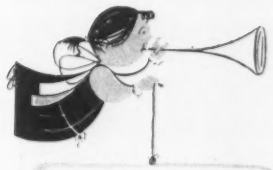
Group Lauds Networks

IN NOTING the cooperation received from the major radio-tv networks during Military Reserve Week, the National Security Training Commission, headed by RCA Board Chairman David Sarnoff, has reported that the networks delivered "more on-air promotion time for Military Reserve Week than they have ever delivered in a similar period of time on behalf of any other campaign in the public service category."

It was further "conservatively estimated" that the value of all public service broadcast time received by the Army Reserve was more than $6 million, exclusive of the nearly $2 million received during Military Reserve Week.

NETWORK SHORT

Keystone Broadcasting System announces addition of 14 affiliates and new total of 957 clients. New affiliates: KDES Palm Springs and XERB San Diego, Calif.; WKTS Brooksville, Fla.; KEEP Twin Falls, Idaho; WTAY Robinson, Ill.; KSWI Council Bluffs, Iowa; WMPL Hancock, Mich.; WSJC Magee, Miss.; KMIN Grants, N. M.; KWHW Altus, Okla.; KWRC Pendleton, Ore.; WMGW Meadville, Pa.; WSIG Mount Jackson, Va., and KPKW Pasco, Wash.



AVAILABLE THIS SEPTEMBER

SPONSORSHIP OF PROGRAMS

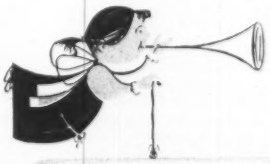
Like "Dr. Hudson's Secret Journal", "Whirlybirds", etc.

FULL MINUTES IN TOP MOVIES

Like "African Queen", "Moulin Rouge", etc.

ALL IN PRIME VIEWING TIME

Full-length movies at 7:30 and 10:15 nightly, plus top-rated syndicated films.



FIRST FULL COVERAGE OF SOUTHERN NEW ENGLAND

FOR DETAILS

Call Irwin Cowper, WTIC-TV General Sales Manager, or your nearest Harrington, Righter, & Parsons man.

WTIC-TV 3

HARTFORD, CONNECTICUT

KNX has more listeners in Los Angeles than anybody!

More people listen to KNX . . . daytime or nighttime . . . weekday or weekend . . . than to any other Los Angeles station.* That's just one reason why 50,000 watt KNX is Southern California's #1 radio station.

*Pulse of Los Angeles—March—April, 1957

Anti-Hollywood Move Gets Wagner Support

FILM Producers Assn. of New York last week solicited and obtained the support of Mayor Robert F. Wagner of New York for its campaign to head off a threatened shift of film production to the West Coast.

The association, composed of New York producers in the tv film commercial, industrial and documentary film fields, presented an eight-point program to the mayor, designed to encourage producers to remain in New York and persuade others to establish businesses here. The proposals were made to Mayor Wagner during a conference at City Hall by a committee of FPA. The mayor expressed strong interest in FPA's "Keep 'Em In New York" project and designated Leo A. Larkin, first assistant corporation counsel of the City of New York, to meet with Harold A. Wondsel, president of FPA, on July 29 to discuss the contributions the city could make to the project.

A spokesman for FPA later said the group hopes its campaign will grow into an all-industry effort. Although FPA primarily is an organization of producers in the tv film commercials, industrial and documentary film fields, he said the campaign is designed to assist producers of tv program films and theatrical films in the New York area and their cooperation will be enlisted.

FPA spokesmen told Mayor Wagner the New York tv film industry is being threatened by the Hollywood production interests. They claimed the bulk of filmed shows to be carried on television next fall is being produced in Hollywood or abroad and west coast producers are coveting the New York film field, which is engaged mainly in non-theatrical film and non-entertainment tv film. FPA officials said the New York film industry grosses about $70 million annually and employs more than 25,000 persons in production, laboratory and creative functions.

They told the mayor the city is in a position to assist in the campaign and made the following recommendations for consideration by his administration:

• The appointment of a commissioner or coordinator to "aggressively promote and expedite civic cooperation" . . . to handle permissions for film shooting throughout the city, issue work permits and act as liaison with the police, building and planning departments.

• Permission for "wider latitude" in shooting films at characteristic New York locations that have appeal for nationwide and worldwide audiences.

• Alleviation from the "exorbitant" fees charged by the Park Dept. for each setup to be photographed in New York parks.

• Relaxation of present fire laws in film studios and buildings "now that safety film is used exclusively."

• Simplification of the procedure for using minor chidren, including repeal of a local law which requires the mayor's consent for appearances of children under 16.

• Clarification and alleviation of the city sales tax program which is "so cloudy in interpretation. . . . The practice of taxing a full film production if the multiple prints are made in New York is pricing New York producers, who rely on print profits, out of the market."

• "The further exploration with the various tv networks, real estate interests and production companies of the possibility of a tv film city, and, if at all possible, an inquiry to the networks as to maintaining programming in New York."

Mayor Wagner assured the FPA committee of his "complete and immediate" support of the campaign. He also accepted an invitation to appear before an FPA membership meeting sometime in September.

UA's Lower Cost Films Find Ready Customers in New York

WHILE United Artists Corp. may have trouble placing its top money feature films (e. g. "Moulin Rouge") in the New York tv market [B•T, July 8] lower cost films originally distributed theatrically by UA are being quietly bought. Latest example: A post-1948 film titled "Underworld Story" starring Dan Duryea, Herbert Marshall and Gale Storm, which was included in a package of three films bought last week by WCBS-TV New York from Interstate Television Corp. Interstate is the tv distributing arm of Allied Artists Pictures Corp.

Interstate is one of several firms which have bought UA films in times when UA was not in the tv film distribution business—a recent move. Before UA went into that phase of operation, it either distributed theatrical films to which it had no tv rights or to which it had both theatrical and tv rights and released them back to the producing organization. Those falling into the first category were quickly bought by other firms, among them: Interstate (which has one other UA film titled "It's A Small World"), Associated Artists Productions (which has a handful of films, unnamed by title), and Atlantic Television Corp. (which has four UA films, "Champion," "Home of the Brave" —both Stanley Kramer Productions—"Too Late for Tears" and "Johnny Holiday"). These have been placed in 65-70 markets, including WOR-TV New York.

Though Interstate has had no trouble selling two 1948 Allied films, "Affair in Monte Carlo" with Merle Oberon and Richard Todd, and "Short Grass" with Rod Cameron and Cathy Downs, it hasn't had as easy a time of it with the Hollywood guilds on other films. About four months ago, Allied sold—on cash basis—a brace of its films to Signet Television Corp., another distributor, which apparently has been willing to meet the guilds' price in residual tv payments.

Signet sold seven of these films, also to WCBS-TV, which will be released on a staggered basis over the next 12 months. All are 1955 releases: "Betrayed Woman" with Tom Drake, "Big Tip-Off" with Richard Conte, "Las Vegas Shakedown" with Dennis O'Keefe, "Night Freight" with Forrest Tucker, "Port of Hell" with Dane Clark and Wayne Morris, "Toughest Man Alive" with Dane Clark and "Treasure of The Ruby Hills" with Zachary Scott.

You Can't Sell 'Em If You Don't Reach 'Em *and* WJAR-TV Reaches More Of 'Em in The Providence Market

SUMMARY DATA*

CALL LETTERS	TELEVISION HOMES	MONTHLY COVERAGE	WEEKLY COVERAGE
WJAR-TV	1,186,410	593,890	539,130
STATION B	706,140	448,390	430,370

*WJAR-TV Area Per NCS No. 2, 1956

WJAR-TV
CHANNEL 10, PROVIDENCE, R. I.
NBC abc

Represented by Edward Petry & Company, Inc.

AN ACTOR-TURNED PRODUCER APPRAISES TV FILM PROBLEMS

"WHAT I'd like to do would be to go to a sponsor six months or a year in advance of the time he wanted to start a tv series and say to him: 'Let's see your sales plans for next year; let us study them and then design a program series to do the job you want done.'

"I'd like to work the way an architect does. He doesn't make up a blueprint of a building and then offer it to all comers, whether they're in the market for a bungalow or a factory. Ridiculous thought isn't it? Yet that's pretty much the way we are expected to operate in the package program business. It's a wonder, under such conditions, that there are as many successes and as few cancellations as there are."

The speaker was David Niven. Not David Niven, the actor, but David Niven, the businessman; David Niven, co-owner of the Hollywood tv film production company, Four Star Films Inc., in partnership with Dick Powell, Charles Boyer and William Cruikshank, attorney and Four Star president.

"The closest I've ever come to that ideal arrangement," Mr. Niven went on, "was with our newest clients Alcoa and Goodyear. Alcoa used to sponsor Ed Murrow and their advertising was largely institutional, aimed at Mr. American Businessman. Goodyear, too, had built its previous shows in an institutional pattern. In the fall they're going to start sponsoring our new anthology series. So, when I talked to them, I asked what audience they wanted to hit this time. I found out they want to use these programs to sell Saranwrap to Mrs. American Housewife and tires to Mr. Average American. This will help in integrating their commercials into the shows.

"Incidentally, this sale to Alcoa and Goodyear was about the easiest we've ever made. We didn't have a pilot or even a formal presentation. We just said we were going to make an anthology series, something like the old *Four Star Playhouse*, with some faces that will be new on tv—Jane Powell, Jack Lemmon and Robert Ryan—as well as a couple of old timers like Charles (Boyer) and me, and they said, 'We'll take it,' just like that."

Four Star Films, along with another company, Dayton Productions, owned essentially by the same people, is already committed to turn out 158 individual tv programs during 1957, Mr. Niven said, estimating the dollar volume at somewhere in the neighborhood of $5 million. "That's quite a different neighborhood from where we started in 1952," he recalled, "when we made eleven half-hour shows, the first of the *Four Star Playhouse*, series which was broadcast on an every-other-week schedule for Singer Sewing Machine Co. They bought 13 programs to start and they must have sold sewing machines because they were with us for four years."

Dick Powell, Charles Boyer, Joel McCrea, and Mr. Powell's agent, were the organizers of the company, Mr. Niven related. "I ran into Charles in San Francisco, where we were both appearing, had dinner with him, heard the story and that Joel wanted out. Also I was asked if I knew of anyone who might want to take over his part in the venture. I kicked him so hard under the table he had no other choice but to ask me. That's how I got into it."

The group made a pilot film, sold it to Singer and were on their way. "We decided not to take any salaries at first," Mr. Niven recounted, "but to put the profits of *Four Star Playhouse* back into the business. So we got the tv rights to Somerset Maugham's stories and started our second series, *The Star and the Story*, with Henry Fonda as m.c."

The three stars looked for a fourth one for a while, then decided to use each fourth program for a different guest star and finally settled on Ida Lupino as a regular guest, but she never became a member of the firm. In 1955 Mr. Cruikshank joined Four Star. "But we three actors have stuck together without a serious fight for five years, which is a minor miracle," Mr. Niven noted.

FOUR STAR'S PARTNERS: *Flanking phone-calling David Niven are Charles Boyer (l), William Cruikshank (front) and Dick Powell.*

Four Star sells first-run sponsorship of its programs to a national advertiser, he explained. After the first season, the films set in a vault for a year to protect the first-run sponsor; then re-runs are arranged, either with another national sponsor, a network or a syndicator. "We decided against handling our own syndicating," Mr. Niven said, "because we felt that between acting and producing we had enough to do already." But when they turned the syndication of *Four Star Playhouse*, *The Star and the Story* and *Chevron Hall of Stars* over to Official Films, the actor-producers made a cash-stock deal with Official that gave them an interest in that distribution firm. "This turned out to be a good idea," Mr. Niven stated. "In a year and a half, Official has sold more than $3 million worth of *Four Star Playhouse* re-runs alone."

"We've never made money on the first-run of a series," Mr. Niven stated "Our theory is that if we really play it straight with a sponsor, he'll buy again, and if we make good programs they'll sell again. So far it's worked; we haven't made a series that hasn't sold for at least a second time around."

Sometimes this philosophy can be expensive, he commented, citing the actors-producers' dissatisfaction with the first three programs of the new *Richard Diamond* series which led to five days of re-shooting at a cost of about $20,000, which Four Star absorbed. "We didn't like it, but it was better than releasing something we knew wasn't right. That wouldn't have been fair to either our client or ourselves."

Program selection and production for television are more difficult than for motion pictures, Mr. Niven believes. "Movies are sold around the world," he said, "but television distribution is pretty largely confined to the U. S. Movie audiences include everybody; tv shows are apt to be aimed at a particular segment of the population. In making a movie, plot, characters or mood can be revamped as you go along if it seems like a good idea, but once a tv script is approved it is seldom changed. Movies can be almost any length, but if a tv show wants to get re-runs, it can't exceed a half-hour. Where would you put an hour re-run? After midnight, along with the old feature movies? And what kind of a price would you get?"

Cycles, where all programs must be like all other programs, are even worse in tv than in motion pictures, Mr. Niven noted. "One year it may be domestic comedies, another year westerns, and the next private detectives. And ratings are something we never had to worry about in motion pictures."

Asked what presents the toughest problem to a tv package producer, Mr. Niven unhesitatingly answered: stories. "Television eats up stories at a fantastic rate and there just aren't enough good ones to go around," he said, "so the first big problem is to find suitable program material. The second big problem is to get the sponsor to approve the stories, once we've picked them. We don't object to his wanting to see them in advance; he's paying the bill and has every right to see what he's buying. We don't even object to his rejecting a story. But we do object to his frequently taking so long to let us know whether the story is okay or not.

"When we think we have a suitable story we get a short-term option from the writer and we also begin looking for actors for the key roles, at least. If we get the go-ahead, or even a rejection, within a week, everything's fine. But when approval comes in a month after the synopsis was submitted, we may find the actors committed to other producers and the writer tied up with other assignments, so we have to start all over again.

"The trouble is that too many people have

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a hand in saying whether the story is right or not; it goes to the agency's office in Hollywood and from there to the office in New York and from there to the advertiser, where God knows how many executives have to see it, then back to the agency in New York and back to its Hollywood office and so, eventually, back to us. Just getting from place to place takes a lot of time and a lot more is wasted by people who don't know show business and can't visualize from a story synopsis what the finished program will be like. That's a special skill, just like reading the blueprint I mentioned earlier.

"Now, maybe this is too simple to work, but why couldn't authority be given to one man in the agency office in Hollywood with enough know-how about programming to be able to tell what kind of a program a story will make and enough knowledge of the sponsor's business to steer clear of any special taboos? If we could deal with one man like that at each agency, nine-tenths of the headaches in our business would disappear."

ABC Film's '26 Men' Racks Up $500,000 in Advance Sales

SALES totaling more than $500,000 have been completed on ABC Film Syndication's new half hour adult tv film series, *26 Men,* in advance of the program's release for syndication, it was announced last Monday by Don L. Kearney, vice president in charge of sales for ABC Film. The series was released officially for syndication last week.

Advertisers who already have purchased *26 Men* include H. P. Hood & Sons (dairy products) for all of New England, with number of markets still undetermined; Mrs. Smith's Pie Co. & Freihofer Baking Co. for alternate week sponsorship in Philadelphia, Lancaster, York and Harrisburg, all Pennsylvania; Atlantic & Pacific Tea Co. for Pittsburgh, Syracuse and Buffalo, and Standard Oil of Texas for eight markets in New Mexico and Texas.

The series is being co-produced by ABC Film Syndication and producer Russ Hayden on location in Arizona. It is scheduled to begin on the air in mid-October.

NTA Forms Famous Films To Distribute Tv Re-runs

NATIONAL Telefilm Assoc., New York, has established a new division called Famous Films—Programs for Television to distribute "re-run" tv film series exclusively. Edward M. Gray, NTA vice president in charge of the Hollywood office, which will serve as headquarters for the new unit, has been placed in charge of Famous Films.

Among the half-hour programs in the Famous Films library are *The Adventures of China Smith, The New Adventures of China Smith, Combat Sergeant, Police Call, International Playhouse, Quality Theatre, Orient Express* and *Play of the Week.* Quarter-hour films include *Bill Corum Sports, Music of the Masters* and *The Passerby.* Among the feature films to be handled by Famous Films are "The Captain's Paradise," "Breaking the Sound Barrier," "Tales of Hoffman," "Cry the Beloved Country" and "A Letter to Three Husbands." These are British-made films of post-1950 vintage. The catalogue comprises some 500 programs and about 200 feature films, according to Oliver Unger, executive vice president of NTA.

The new division, Mr. Unger said, is designed to provide stations with "quality programming at a modest cost."

More than a year ago Ziv Television Programs set up Economee Tv as a division to handle "re-runs" of Ziv Tv Film series.

United Artists Debuts On N.Y. Stock Exchange

UNITED ARTISTS Corp., the only major film company distributing post-1948 films to tv in bulk, last week made its debut on the New York Stock Exchange. The new listing appeared on the big board of the exchange Wednesday morning as "Unit Art." The common stock opened at 22⅜ and closed at 22⅞ and traded a brisk 6,900 shares. The following day, 9,900 shares were traded and "Unit Art" opened at 23⅛ and closed at 23⅝.

For UA, under new management since 1951, the stock exchange listing climaxed a six-year expansion move, according to film company officials. Marking the company's admission to trading last week was a quiet little ceremony attended by Keith S. Funston, stock exchange president; Robert S. Benjamin and Arthur B. Krim, board chairman and president, respectively, of the film company.

According to Messrs. Krim and Benjamin, this will be the best year in UA's 38-year

IT wasn't quite supersonic . . . but all concerned seem satisfied with the delivery time of the fastest cargo of air freight ever carried. Major John Glenn Jr., USMC, hands a filmed episode of Ziv's *Men of Annapolis* series to Robert Friedheim, vice president of Ziv Television Films Inc. The delivery was made in New York last Tuesday 3 hours and 23 minutes after Major Glenn had left Long Beach, California in his F8U-1P. Major Glenn's time broke the world record, was just shy of making his delivery faster than the speed of sound.

history. Gross income for the first quarter was $14.4 million, up 14.6% over the first quarter of 1956; second quarter gross was about $3.5 million ahead of 1956's second quarter gross of $15.1 million, and for the six-month period (ending June 30) earnings were $5.5 million over last year's first half figure of $27.7 million.

Up to last April, UA was a privately-held company, but became a public corporation with the offering of 350,000 shares. Much of the company's optimism (Mr. Benjamin predicted a $70 million gross for this year) is based on its motion picture business ("Around the World in 80 Days," "Pride and the Passion," "St. Joan"), but tv rental income also appears slated to play a substantial role in the company's earning activities.

Over a month's time, Mr. Benjamin pointed out, UA has grossed close to $3 million on its newest package of 52 films for tv [B•T, July 15]. This is $1 million more than its first package of 39 films brought in last year. He again iterated his belief expressed at the first stockholder meeting June 4 that tv rental this year will come to $5 million.

UA was founded in 1919 as a joint distributing venture by Mary Pickford, Douglas Fairbanks Sr., Charles Chaplin and D. W. Griffith for their own films. Although a virtual gold mine during the twenties, UA entered into a long period of corporate decline and substantial losses. Messrs. Benjamin and Krim—both corporation lawyers—assumed control of the firm in 1951 along with a group of investors.

TPA Tightens Policy On Pilot Production

A NEW policy concerning production of future pilot films was to be announced today (Monday) by Milton A. Gordon, president of Television Programs of America, tv film producer and distributor. Henceforth, Mr. Gordon stated, TPA pilots will be produced "only after extensive consultation with advertisers, agencies, networks and stations, with special reference to industry program needs, and after greatly intensified audience reaction studies."

To implement this policy three major steps have been taken, according to Mr. Gordon. They are: (1) creation of a "produce-to-order" department, under the direction of Bruce Eells, TPA west coast division vice president; (2) a substantial increase in the budget for new programs and new program research, under executive producer Leon Fromkess and producer Anthony Veiller; (3) inauguration by Mr. Eells of a continuing study of client needs in the program field. In this connection, Mr. Eells will consult within the next three months with leading national and regional advertisers, their agencies, and network and station programming executives. Mr. Eells also will work with Mr. Fromkess and Mr. Veiller in seeking and developing new formats for tv film series.

"This past season," Mr. Gordon stated, "has seen the tv film industry suffer substantial losses as the result of an appalling number of unsold pilots. These losses run into

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the millions. Happily," he added, "TPA is not included in this select but distraught group and we neither want nor intend to be.

"Advertisers, too, have suffered losses. Any program that has to go off the air after a few months virtually dissipates the sponsor's investment. To avoid this, and to make sure a program best meets an advertiser's marketing needs, we have established our 'produce-to-order' department and are intensifying pre-production research," Mr. Gordon said.

"The industry must continue to produce pilots, which serve tv as does new product research in other industries. New program forms can be developed only through pilots, but it makes no sense to spend money building up a television scrap heap. In addition to working with advertisers and programming authorities, we are working on plans to develop a consumer panel as an additional check on the desirability of prospective filmed series," Mr. Gordon concluded.

Prior to joining TPA, Mr. Eells headed his own radio program organization, servicing 400 stations throughout the country. He also was an executive in the Hollywood office radio department of Young & Rubicam. Mr. Eells will continue in his sales capacity, reporting to Michael M. Sillerman, executive vice president of TPA, and to Mr. Gordon, in his program capacity.

TPA produces and distributes, among others, *New Adventures of Charlie Chan, Fury, Private Secretary* and the forthcoming *Tugboat Annie.*

'BLOW YOUR TOP'

PURELY as a humorous take-off on program presentations by producers of new shows, David Piel Inc., New York producer of tv film commercials and industrial films, sent to advertising agencies several weeks ago a promotion piece on a fictitious program called *Blow Your Top.* Tongue-in-cheek, the promotion pointed out in detail that the "program" would combine the elements of a quiz show and a mystery show. It concluded that if agencies were not interested in *Blow Your Top,* they might still require the services of an organization like David Piel Inc. Mr. Piel reported he has received two "serious inquiries" about *Blow Your Top.*

Telestar Names 5 Sales Execs

APPOINTMENT of five sales executives to the staff of the newly-formed Telestar Films Inc., New York tv film production-distribution company, was announced last week by Bernard L. Schubert, board chairman, and Sy Weintraub, president.

Formerly associated with Mr. Weintraub at Flamingo Films where he was executive vice president and rejoining him at Telestar Films are Charles McGregor, Chicago office; Ken Rowswell, Dallas; Ken Israel, Pittsburgh; Bill McDonald, Atlanta, and Julian Ludwig, Los Angeles. Wally Lancton, formerly with Bernard L. Schubert Inc., has been named to cover the east coast area for Telestar Films, operating out of New York headquarters.

Local, Regional Policy Set Up for CNP Films

ONE film series on sale to regional and local advertisers for placement on stations; another series ready but held "in the can."

This apparently is the new policy of California National Productions, NBC's subsidiary in film syndication, which this year alone will have an estimated $4 million invested in four film properties (estimating about $1 million for each 39 half-hour series.)

As expressed by Robert D. Levitt, president of CNP: "In order to supply the needs of non-network television continuously and reliably, it is CNP's intention always to have one series in the can as well as the series being offered for sale."

The new policy was outlined in detail at a July 12-13 convention of the NBC Television Films (CNP division) sales force at The Greenbrier, White Sulphur Springs, W. Va.

Here is the CNP lineup as related to its sales force:

Two new series are being shot simulta-

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neously. They are *Boots and Saddles—The Story of the Fifth Cavalry* being produced in the high Mesa territory of Utah, and *Union Pacific* (on railroading) being filmed at MGM's lot in Hollywood. Prototypes of both were turned over to the sales people at White Sulphur Springs.

Boots and Saddles is being offered for sale and *Union Pacific* is being withheld. Another series, *Silent Service* (on submarine warfare) is said by CNP to be in over 125 markets in the U. S. Still a fourth series is in the "preliminary" stage for production in and near England. This will have a dramatic theme.

Meanwhile, it was reported CNP is contemplating a second 39-program series for *Silent Service*. But a final decision has not been made.

According to Mr. Levitt, his company's action "is tangible evidence" of an "unswerving belief that local and regional advertisers are becoming more and more important on the television scene." CNP, he said, will continue to supply them with "prime" programs.

This year, he continued, "we will have invested several million dollars with complete confidence that there are plenty of sponsors in every part of the nation who require top quality, first run, television film series and are prepared to pay adequate prices for them.

"Only after CNP has satisfied the continuing and growing non-network demand, will we make available any series to national advertisers or networks."

Mr. Levitt indicated that CNP would not begin any sales effort on a syndicated film project until the company management makes a firm decision to produce the entire series.

HIS MASTER'S VOICE

ELECTRONICS has gone to the dogs. James Ross, film technician, has perfected a communications system called "Canine Command" to cue dogs appearing in films. Screen Gems outfitted Rin Tin Tin with the gadget for use during shooting of an episode of the tv film series and reported the rehearsal time was cut in half. A tiny transistor radio was built into the dog's collar and a miniature button placed directly behind his ear. Frank Barnes, trainer, was able to give commands from a distance by speaking through a tiny mike and transmitter.

FILM SALES

Gross-Krasne, Hollywood, announces sale of 39 installments of *O. Henry Playhouse* series to Australian Broadcasting Commission through G-K Ltd., London.

AAP Inc. reports series of sales on its various film properties. WGN-TV Chicago bought entire package of Warner Bros. cartoons, covering 357 episodes, as did WMCT (TV) Memphis and WNAC-TV Boston, KPIX (TV) San Francisco and KCOP (TV) Los Angeles; KHSL-TV Chico, Calif., bought *Sherlock Holmes* package; WNBQ (TV) Chicago, *Gabby Hayes* package. Also reported: sale of Popeye cartoon package to WISN-TV Milwaukee.

Television Programs of America, N. Y., made its first sale in Guatemala with *The Count of Monte Cristo* series which will be sponsored in Spanish version by Instrumentos Musicales S. A., on RAD-TV Guatemala City.

National Telefilm Assoc., N. Y., reports preproduction sales on new *Official Detective* half-hour tv film series have been made in 27 markets. Series is scheduled to go into production in about two weeks at Desilu Productions' studios, Hollywood.

AAP, N. Y., reports new sales of Warner Bros. features and cartoons and Popeye include: feature groups to WSJV-TV Elkhart, Ind.; KIDO-TV Boise, Idaho, and KGUL-TV Galveston; cartoon package to WSFA-TV Montgomery, Ala., and Popeye to KLAS-TV Las Vegas, Nev.

Economee Tv Programs, N. Y., division of Ziv Tv programs, handling sales of "re-runs," completed first six months of 1957 with gross sales of 67% over those of comparable period of 1956.

THE STATION

WHOSE LISTENERS HAVE

DOLLARS TO SPEND

WGAR

CLEVELAND

Los Angeles Radio-Tv Outlets Honored for News Reporting

MANAGEMENTS of the CBS-owned radio and tv stations in Los Angeles, KNX and KNXT (TV), received two special awards for "support of the most aggressive news policy" from the Radio & Television News Club of Southern California Last Thursday at the club's awards banquet at the Hollywood Plaza Hotel.

Trophies were presented by Joseph Micciche, club president and Los Angeles assistant director of civil defense, and Pat O'Reilly, club vice president and news director of KABC Los Angeles. Eighth annual awards honoring radio-tv newsmen and stations for excellence in broadcast news reporting in Southern California, the awards for 1956-57 were sponsored for the first time by the Trailer Coach Assn.

Awards and their recipients, in addition to the special management awards, are:

Best radio newscasting—Bob Garred, KABC—(posthumous).

Best radio news writing—Wilfred Brown, *Newspaper of the Air*, KHJ.

Best radio special events reporting—KABC.

Best radio sports reporting—Tom Harmon, KNX.

Best radio news commentary—William Winter, KABC.

Best radio news analysis—Carroll Allcott, KNX.

Best radio news reporting by an independent station—KMPC.

Best television newscasting—Clete Roberts, KNXT.

Best television news writing—Baxter Ward, KCOP.

Best television special events reporting—Clete Roberts, KNXT (writer—George Fischer).

Best television sports reporting—Hank Weaver, KABC-TV.

Best television news reporting—Bill Stout, KNXT.

Best television news reporting by an independent station—KTTV.

(All stations are Los Angeles.)

Sylvia Spence to Organize Professional Award Service

IN A MOVE to "de-commercialize" the radio-tv industry's penchant for giving itself limitless numbers of awards, Sylvia Spence, for two years administrator on the Fund for the Republic's Robert E. Sherwood Awards, will set up her own "awards consultancy."

Miss Spence, a former CBS Radio script writer, said she will open Sylvia Spence Assoc. later this summer. Her firm, as yet unlocated, will handle industry awards "from beginning to end," encompassing not only routine publicity, but initial screening, selection of boards of judges, arrangements for the awards, etc.

She feels that much criticism of award-giving comes from "overcommercialization" by groups attaching their name to the awards and that awards once more "come to mean something in this business" if handled by a non-industry or "outside" representative.

AWARD SHORTS

KPIX (TV) San Francisco received special commendation for "excellent reporting" and cooperation during 1957 Golden Gate Trade and Maritime Festival, from San Francisco Area World Trade Assn.

James Faichney associate producer of CBS-TV series, *Air Power*, receives Air Force Exceptional Service Award.

Robert S. Maslin Jr., president, **W. Bertram Hanaur** and **Joseph Imbrogulio**, all of WFBR Baltimore, awarded diamond-studded pins for 25 years of service. Other awards were made to **C. Edward Jung, Robert D. Briele, Lou Corbin** and **Thomas J. Murray.**

WATV (TV) Newark, N. J., to receive dual citation for "outstanding coverage . . ." of Greater New York Fund in English and Foreign Language media.

WBCM Bay City, Mich., receives award from Veterans Administration for 10 years of broadcasting *Here's to Veterans* program.

KOTV (TV) Tulsa awarded certificate from Tulsa city-county civil defense authority for work during flood crisis of May 18-25, 1957.

WFBM-TV Indianapolis cited by Indianapolis Chamber of Commerce for flood coverage.

George Putnam, newscaster, KTTV (TV) Los Angeles, given "best news program" award by 10th District Parents and Teachers Assn.

Richard M. Fairbanks, president-general manager, WIBC Indianapolis, received double awards from National Foundation for Infantile Paralysis and Marion County Chapter, for station's "continuous aid in the fight against infantile paralysis."

WSUN-TV St. Petersburg, Fla., has received special recognition for public services rendered to U. S. Air Force Reserve.

Stan Hagan, KVOO Tulsa, Okla., received recognition and appreciation award from Tulsa Junior Chamber of Commerce for "results he produced for Jaycees on their many civic projects this last year."

W. A. Ruhmann, radio-tv farm editor, WBAP Fort Worth, Tex., has been selected by board of directors of Vocational Agriculture Teachers Assn. of Texas to receive Distinguished Service Award for "outstanding service to vocational agriculture for Texas."

WAGA-TV Atlanta, received bronze plaque as citation of its *Tax Telethon* programs from Georgia Society of Certified Public Accountants, for its "fine public service program."

WTIC Hartford, Conn., received an engrossed copy of resolution adopted by Genearl Assembly of State of Connecticut, thanking station for "its cooperation in the 1957 session" through its weekly broadcast, *The Motion Before the House.*

KRUX Phoenix named winner in fifth annual award competition sponsored by Phoenix Adv. Club for "best radio commercial" in Arizona, 1957.

Etv Outlets Up Programming To Average 31 Hours Weekly

EDUCATIONAL tv stations (non-commercial) are broadcasting an average 31 hours weekly, increasing service from the 25-hour average a year ago, according to Educational Television & Radio Center, Ann Arbor, Mich. A survey by the center shows that 21 stations broadcast a total of 645 hours in a recent sample week (April 1-7) compared to 468 program hours on 19 stations a year ago.

The center, which is network headquarters for etv stations and provides a national program service, found that 58% of total programming was live, a slight drop from the 60% figure in 1956. Stations used a total of 209 hours of center programs compared to 118 in 1956.

An increase of 52% was shown in programs designed for children, both in-school and after-school viewing. Most popular program types were music and dance, literature and philosophy, science and national and world affairs. Programs in vocational guidance were the lowest rated on the list. Of the live programming, 12% consisted of live network broadcasts produced by NBC. Another NBC program project is planned for the fall of 1957.

The center announced grants of $42,513 to 10 organizations and stations for development of educational radio programs.

Detroit U. to Televise Courses: Complete Freshman Curriculum

A COMPLETE freshman arts and science curriculum by the U. of Detroit will be telecast on WTVS (TV), Detroit's educational tv station on ch. 56, beginning in September.

The college television courses will help alleviate the classroom shortage by allowing students to attend lectures in their own living rooms, the university announced. Weekly quizzes, discussion periods, exams and counseling will be held on the university campus. A special comprehensive tuition, $100 for the five afternoon courses and $60 for the three evening courses, will be offered to a limited number of students to help defray the expense of a new tv set or converter, according to the school.

Commercial Tv at Syracuse U. Completes First Year in August

ONE year of practical experience in commercial broadcasting at the Radio-Television Center of Syracuse U. will wind up in August when the student graduates of WVIS-TV, closed-circuit station, enter commercial tv. The station has been operated on a commercial formula, with job assignments rotated each day. Instructors have handled the management activity, with three hours of programming daily. Assignments included production of a local commercial show, *Canyon Jack*, across-the-board on WSYR-TV Syracuse, as well as other programs.

96% of U.S. Homes Now Have Radio—RAB

RADIO sets in use in the U. S. now stand at an all-time high of at least 135 million and encompass a total of more than 96% of all homes, Radio Advertising Bureau estimates in a report being released today (Monday).

The new estimate reflects an overall gain of 11 million sets—almost 9%—since RAB's estimate 18 months ago. The figures refer only to sets in working order.

By set location, RAB made these estimates as of July 1, characterizing them as "conservative."

Location	Number	Per cent change from 1-1-56
In homes	90.0 million	+9.8%
In automobiles	35.0 million	+9.4%
In public places	10.0 million	no change

RAB also estimated that the total includes almost 44 million secondary sets in operation in U. S. homes. Approximately half of the gain in extra home sets was attributed to the growing popularity of clock radios and transistor-powered portables.

The gain in auto sets was credited, in part, to the high percentage of new cars that are radio-equipped. RAB said almost 90% of all 1957 model automobiles had sets installed before delivery. In addition, it was noted almost 70% of all radio homes also have at least one car radio.

U. S. homes with one or more radio sets in working order were estimated at 48.1 million, out of a U. S. total of approximately 50 million households.

RAB President Kevin B. Sweeney said the figures "were assembled from all authoritative industry sources and are emphatic proof of RAB's contention that radio is bigger than ever, and growing daily. Since a radio receiver has but a single function, it's pretty elementary that the medium is consistently delivering the greatest volume of audience to advertisers. This fact, coupled with radio's ability to pinpoint and deliver a specific segment of audience repeatedly and memorably at the lowest cost of any of the mass media, makes it the No. 1 buy at the local, regional and national levels."

The growing use of portable and car radios, officials said, relates directly to the trend toward personalized (as distinct from family-group) listening and extensive gains in out-of-home audiences. Current studies, RAB noted, show that now almost 45% of all persons visiting beaches, public parks and other recreational areas are accompanied by portable or car sets or both. Industry estimates also indicate the average car radio is tuned in 58 to 61 minutes a day—a nationwide total of around 33 million hours a day.

RAB said it plans to make mid-year estimates of radio sets in use in the future.

Only 8 New Mexico Newspapers Carry Unpaid Radio-Tv Logs

A SURVEY of New Mexico newspapers conducted by New Mexico Press Assn. shows that 23 publish radio and tv logs as paid advertising, 10 do not publish logs and 8 run them without charge. The report covers 41 daily, semi-weekly and weekly newspapers.

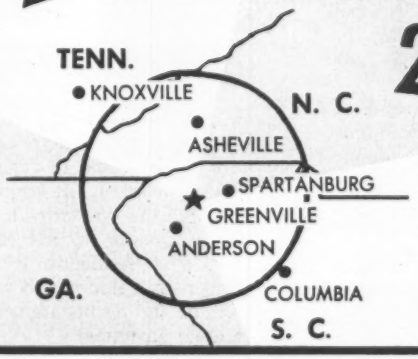
Of the 23 papers charging for listings, 16 charge their local advertising rates, four have trade-out advertising plans and three charge a special rate for listings.

NMPA President Paul O. Tooley, *Hot Springs Herald*, has named a committee to study and make recommendations on the log problem. The controversy arose when KOB-AM-TV Albuquerque canceled paid listings in newspapers, claiming the logs should be published free as a public service [B•T, June 10].

SCG to See Animation Styles

THE 25 member studios of Screen Cartoonists Guild will view the latest styles and techniques in animation produced during the past year at their fifth annual Film Festival Sept. 28 at the Ambassador Hotel in Los Angeles, according to an announcement last week by Fred Madison, guild president. Fred Charrow was named chairman of the event, which will feature animated tv commercials, and business, educational and entertainment films.

2-MILLION PEOPLE
2-BILLION INCOME
IN THE WFBC-TV 4-STATE MARKET



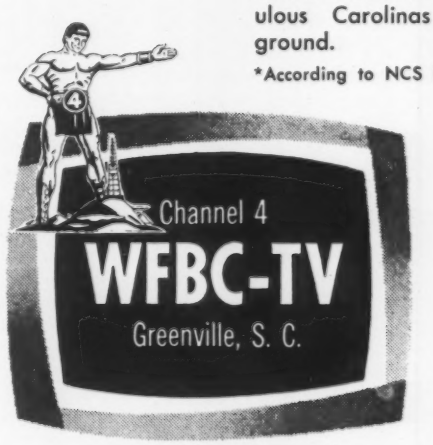
WFBC-TV leads all South Carolina television stations *by far**. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within "The Giant's" 100 uv/m contour† is the South's greatest textile-industrial area and the fabulous Carolinas mountain playground.

*According to NCS No. 2

†58-COUNTY DATA

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

(Data from SALES MANAGEMENT Survey of Buying Power May 10, 1957)



"The Giant of Southern Skies"

Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

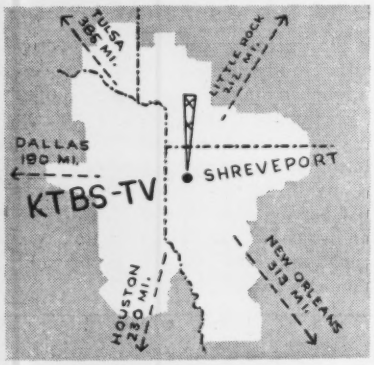
Represented Nationally by WEED Television Corp.

NBC NETWORK

In Shreveport ONLY KTBS-TV OFFERS

Bonus Coverage

FROM THE HUB OF THIS 4-STATE AREA



***157,980 Television Homes . . . a BONUS of 13,120 over station B.**

***136,860 homes reached monthly . . . a BONUS of 6,740 over station B.**

***131,870 homes reached weekly . . . a BONUS of 5,120 over station B.**

***Latest Nielsen Survey**

KTBS-TV CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

ABA Canon 35 Action Awaits 1958 Meeting

ACTION by American Bar Assn. on proposals to revise its Canon 35, banning radio-tv and photos in courtrooms, awaits the Feb. 24-25 meeting of ABA's House of Delegates. ABA's streamlined convention in New York last Monday-Tuesday recessed to London, England, where meetings will be resumed July 25. No action on the canon was taken in New York.

ABA's board has authorized appointment of a special legal advisory committee on tv and motion pictures. Another committee, headed by Judge Philbrick McCoy, of Los Angeles, has been studying proposals to amend Canon 35. Its report is to be published within a few weeks but no action will be taken before the next House of Delegates meeting.

Another ABA group, the Bar-Media Conference Committee, expects to review the McCoy report. Chairman of this committee is Judge Walter M. Bastian, of Washington. Membership includes media representatives.

ABA convention interest in the Canon 35 controversy centered around a Monday speech by John Daly, ABC vice president in charge of news, special events, sports and public affairs. Mr. Daly said the canon is based on a misconception of radio-tv news performance and deprives electronic media of a constitutional right (see excerpts of his speech, facing page).

In a separate report to the convention, John H. Lashly, chairman of the Free Assembly Committee, Bar Assn. of the St. Louis Foundation, called for telecasts of unrehearsed public discussions of controversial issues in every community. The St. Louis group telecast nine town-hall meetings between Feb. 1 and June 30 with a $47,000 grant from the Fund for the Republic.

"By conducting open meetings and exposing them to the whole community through tv," Mr. Lashly's committee found, "we can combine our oldest method of public debate and discussion with our most modern method of mass communication. In this way, we can explore the issues and demonstrate the value of the exploration at the same time." The meetings were telecast on KETC (TV) St. Louis, educational station.

"Under the terms of our grant from the fund we were not permitted to buy time for our telecasts," Mr. Lashly said. "The free time offered by commercial stations was not acceptable, and acceptable time was not available. But our experience leads us to believe that these lively, unrehearsed meetings, if properly produced, could draw an audience that would make commercial sponsorship feasible in most American cities."

Six Station Executives Named To Serve on RAB Plans Group

SELECTION of six radio station operators to membership on the plans committee of RAB was announced jointly last week by Donald W. Thornburgh, WCAU Philadelphia, chairman of the committee, and Kevin B. Sweeney, RAB president.

The new appointees are Paul F. Braden, president-general manager, WPFB Middletown, Ohio, and owner of WPAY Portsmouth, Ohio; Gustav K. Brandborg, executive vice president-general manager, KVOO Tulsa; Dee O. Coe, president, WWCA Gary, Ind.; Herbert E. Evans, vice president-general manager, Peoples Broadcasting Co. (WGAR Cleveland, WTTM Trenton, WRFD Worthington, Ohio, and WMMN Fairmont, W. Va.); John W. Kluge, president of the companies operating KXLW St. Louis, WILY Pittsburgh, KNOK Fort Worth, WKDA Nashville and WGAY Silver Spring, Md.; Lester Smith, president, Mt. Rainer Radio & Tv Bcstg. Corp. (KJR Seattle, KXL Portland, Ore., and KNEW Spokane).

The committee meets with RAB executives semi-annually to review the organization's planning. It is scheduled to hold a meeting in New York tomorrow (Tuesday) to consider RAB's program for the final half of this year.

Tv News Directors Questioned For RTNDA-Supported Study

THE Communications Research Center at Michigan State U., with the cooperation of the Radio-Television News Directors Assn., has mailed a comprehensive questionnaire on tv news practices to every tv station in the nation, as part of its study of such practices, "the background of television news directors and how television newsmen feel about television news work," according to an announcement by Dr. Erling S. Jorgensen, director of the tv news study.

The tv news directors were urged by Dr. Jorgensen to answer as quickly and fully as possible. "You have complete anonymity," Dr. Jorgensen wrote the news directors. A report on results will be sent to broadcasters requesting it.

Ted Koop, RTNDA president and CBS director of news and public affairs, Washington, wrote Dr. Jorgensen: "Television news is such a new enterprise that we do not have a great deal of factual summary information about it. It seems to me that this questionnaire can provide a great deal of vital information to television news departments. As president of RTNDA, I hope all members and non-members will participate because the results are certain to be to their mutual advantage."

UPCOMING

July

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

July 27: United Press Broadcasters of Ohio, lunch, Deshler-Hilton Hotel, Columbus.

July 29: Iowa Broadcasters, summer meeting, Hotel Fort Des Moines, Des Moines.

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

DALY TAKES HIS BRIEF TO THE BAR

THE case of Broadcasting v. Canon 35 (American Bar Assn.) was given a hearing last Monday before the ABA's New York convention [facing page]. John Daly, ABC vice president, faced the assembled barristers with the facts about the way radio and television can faithfully report court proceedings without interfering in any way with courtroom decorum. This is a condensed text of Daly's comments on ABA's Canon 35.

MANY among you describe our earnest journalistic efforts as a circus, a vaudeville show, a spectacle. This misconception of our character, our function and performance has hurt us badly; it's led in some instances to infringement of our freedom to inform. There is no doubt that to a large extent, this misconception accounts for the objection to our cameras and microphones in the courtroom. At the slightest suggestion that we place a camera inside, judicial robes begin to curl at the edges.

Let's set the record straight on a few basic facts. Admittedly, entertainment, show business, is one of our industry's major functions; but the news function is broadcasting's first responsibility to the public. This fact is universally accepted; with two notable exceptions: the courts and the United States Congress. We've been in both on occasion, but all too rarely. Yet, the Constitution of the United States guarantees freedom of the press.

A jurist of a United States District Court, Judge Johnson J. Hayes, put it this way: "The founders of our Government felt that the safest protection for the preservation of Liberty was informed citizenship and they were determined to perpetuate the untrammeled right of the citizen to get that information by securing a free press. If their purpose," he goes on, "was to preserve the untrammeled right of the citizen to be informed, that right inherently extends to such media as radio, photography and television."

Where our cameras and microphones have been present in court during trials, we've won converts. Yet, many refuse us the opportunity to demonstrate the proof of our contentions. What would you think of a judge who refused to let you present your case in court?

Canon 35 remains the major barrier to our inherent rights under the Constitution. True, this anti-broadcasting resolution —your brainchild—is not legally binding. But, I need not tell you that the judge who ignores Canon 35 risks prestige and reputation and earns the enmity of many of his fellow jurists and attorneys.

To be sure, the bar association is thinking about softening Canon 35—to take out words like "degrade" the court. Moreover, your evolving leadership now, at least, is willing to sit down with us and discuss our differing concepts at joint committee sessions. But we're still poles apart. For us, relaxation of the ban is insufficient; for you, abandonment is still unthinkable.

In our struggle for recognition of our inherent rights we found some encouragement in the state of Colorado early last year when the Supreme Court of that state took a hefty swing at Canon 35. The court recognized that there are two rights at stake: the right of the defendant to a fair trial, and constitutionally guaranteed freedom of the press. The justices reasoned correctly that if, as Canon 35 assumes, our cameras and microphones do interfere with the administration of justice, then we must go, and Canon 35 must stay. But what if, as we claimed, our cameras and microphones do not disturb the dignity and decorum of the courts or interfere with justice? We thought it reasonable to conclude that we then could enter and Canon 35 must go.

Our demonstration in Colorado not only successfully proved that we could broadcast the proceedings without disturbing court dignity and decorum or the administration of justice, it also inspired members of the Colorado Supreme Court to answer the complaints of our critics.

Our inherent right to freedom of information of access includes the tools of our trade. There are some who would permit us in the courtroom with a pencil and paper, so long as we leave our tools—our cameras and microphones outside. Under these conditions, we are not enjoying our constitutional rights.

If we are to be denied our tools, why allow the newspaper reporter to use pencil and paper and the telephone? Why not make him use smoke signals? Why not make the newspapers carve their stories in hieroglyphics on the side of a pyramid?

We accept a witness will always be aware that his appearance is being televised. But no one-eyed monster will be thrust in his face. He is exposed to the public, yes. He is by his very act of being in court. If you think mere knowledge of the fact that his testimony is being carried to the world will make a witness tongue-tied then you cannot, in all honesty, stop at eliminating only the camera. You're going to have to clear out the newspaper reporters and the spectators, and perhaps, first of all, the attorneys for the other side. If this is your thinking why hold a public trial at all? Wouldn't truth and justice be better served by returning to the secret proceedings of old.

What about the judge himself? Would the presence of television create a psychological barrier preventing him from getting the truth—or might it improve his judicial efficiency?

Long before the electronic tube was dreamed of, Jeremy Bentham mentioned the beneficial effect of the public eye upon the judge. He wrote:

"Upon his moral faculties, it acts as a check, restraining him from active partiality and improbity in every shape. Upon his intellectual faculties it acts as a spur, urging him to that habit of unremitting exertion without which his attention can never be kept up to the pitch of his duty. Without any addition to the mass of delay, vexation and expense, it keeps the judge himself—while trying—under trial."

I do not claim that the presence of the camera will produce a Solomon on every bench—but it'll sure keep 'em on their toes.

Another objection is that television and radio should be barred from the court because it might present only portions of the trial, would concentrate, on dramatic proceedings, and, thereby, give a distorted version of the trial. Even if this were true, and it isn't, I think it's well to remember that the jury sees the entire proceeding and their verdict is highly unlikely to be affected by the radio and television showing.

You may say we can't control every news program or every television station, that some may act in an irresponsible manner. To this, let me say that you'll find instances in other media of unfair presentation—but you don't bar reporters for newspapers, magazines and the like from your courts for the misbehavior of the few. Moreover, I think you will find less bias on radio and tv than in the other media. In fact, one of the charges against us is that we run away from controversy for fear of criticism, that we are unfair. That isn't true, either.

A camera can only record what is there. Some of you may feel we'll turn the courts into a circus. A camera can no more produce a circus than a seismograph can cause an earthquake. Both simply record what is there.

Perhaps there is fear that some of your members will misbehave—and disgrace you. There are ways of discouraging this within your own profession; don't penalize us.

I submit that it's the obligation of each of us to go along with history—and to stop fighting it. Radio and television are the most effective vehicles yet devised for the instantaneous dissemination of news to all the people simultaneously.

'WAY OUT IN FRONT!

ONLY WSAZ-TV COVERS THE HUNTINGTON-CHARLESTON MARKET

NIELSEN: NCS #2 1956
% PENETRATION OF COUNTIES IN COVERAGE

WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

Audio-Radio Network Formed To Sell Music, News Programs

A FIFTH interconnected national radio network, Audio-Radio for Modern America, was started last week by Kenny A. Green, president of Green Enterprises-Advertising, Tulsa. A promotion piece explaining details of the project was sent to radio stations last week.

"This is the beginning of the hottest radio net in all America and the answer to present day radio headaches," Mr. Green wrote stations. He said the network proposes to program music and news 24 hours a day, "the only network that doesn't have or in fact doesn't even want option time" and "the only network that doesn't sell time."

Audio was described as a production service selling its programming by wire. Cost to stations will be $10 per day, with stations paying line charges from the nearest network terminal point. Programming includes 10 one-minute and 10 30-second "slots" per hour where stations can insert commercials.

Mr. Green's long-range plans were described as including ownership of seven tv stations for a proposed video network; building of Golden City, a multi-million-dollar real estate venture; production of a feature movie based on news, and ownership of seven radio stations. He said 17 stations have indicated they will become affiliates of Audio. He said it will have mobile units in Washington, New York, Chicago, San Francisco and Los Angeles. Affiliates will be asked to phone in big stories collect, receiving call-letter mention and $1 for each story. Programming will start as soon as 100 stations are signed, probably within 60 to 90 days, according to Mr. Green.

Robinson-Basilio Rights to TNT

THEATRE Network Television Inc. announced last week the company has obtained closed-circuit television rights to the middleweight championship bout between Ray Robinson and Carmen Basilio, scheduled for the Yankee Stadium in New York Sept. 23. Nathan Halpern, TNT president, expressed the belief that the largest closed-circuit network in history will be arranged for the bout, exceeding the 133 locations in 91 cities set up for the Rocky Marciano-Archie Moore heavyweight contest Sept. 21, 1955.

Adams Syndicates Service

RUBY LEE ADAMS, Nashville, Tenn., offering the "Do Quote Me" service since 1953, has formed Radio & Television Syndicate at 219 Ninth Ave., North, Nashville. Typical "Do Quote Me" show-openers and closers are, "There is no such thing as solitaire in the game of life," and "The absent are always at fault." The service is sold for $5 monthly in each market. The Adams syndicate also offers other radio-tv feature material.

Education Show on Community Tv

TRANS-COMMUNITY Tv Network Inc., an affiliate of Unitronics Corp., announced last week that the first of the NBC-TV programs produced in cooperation with the Educational Television & Radio Center at Ann Arbor, Mich., will be carried closed-circuit on stations owned or affiliated with Trans-Community starting this Wednesday. The group owns community tv systems in Needles, Calif.; Cedar City, Utah, and Miles City, Mont. It has affiliated closed-circuit outlets in Noah, Utah, and Ketchikan and Nome, both Alaska.

Sterling Radio Network Expects 200 Stations for Grid Games

BASED on present negotiations, Sterling Radio Network expects to sign more than 200 radio stations to receive its *Game of the Hour* football package of 60 live broadcasts of college and professional games this fall, it was announced last week by Saul J. Turrell, president.

Mr. Turrell said he expects a signed contract shortly involving more than 100 stations, adding that the number already under contract is "substantial." He noted that stations already under contract are both independent and network outlets.

Sterling Radio Network is a subsidiary of Sterling Television Co., which Mr. Turrell has headed for more than eight years. Sports Broadcasts Inc., New York, is an associate of Mr. Turrell in SRN, with the former company largely handling the production details and SRN selling the product. SRN has signed sportscasters Bill Stern and Marty Glickman to provide the play-by-play commentary on the football games. It also plans to expand its live program coverage into other sports, such as boxing, and college and professional basketball.

Tate Productions Reopens

HAL TATE, veteran in radio-tv field, has announced his return to the packaging and syndication field, reopening Hal Tate Productions at 192 N. Clark St., Chicago (Tel.: Andover 3-6520). He also reported sale of his *Who's Talking?* celebrities disc package to three stations—WGR Buffalo, N. Y.; WTTM Trenton, N. J., and KNOX Grand Forks, N. D.

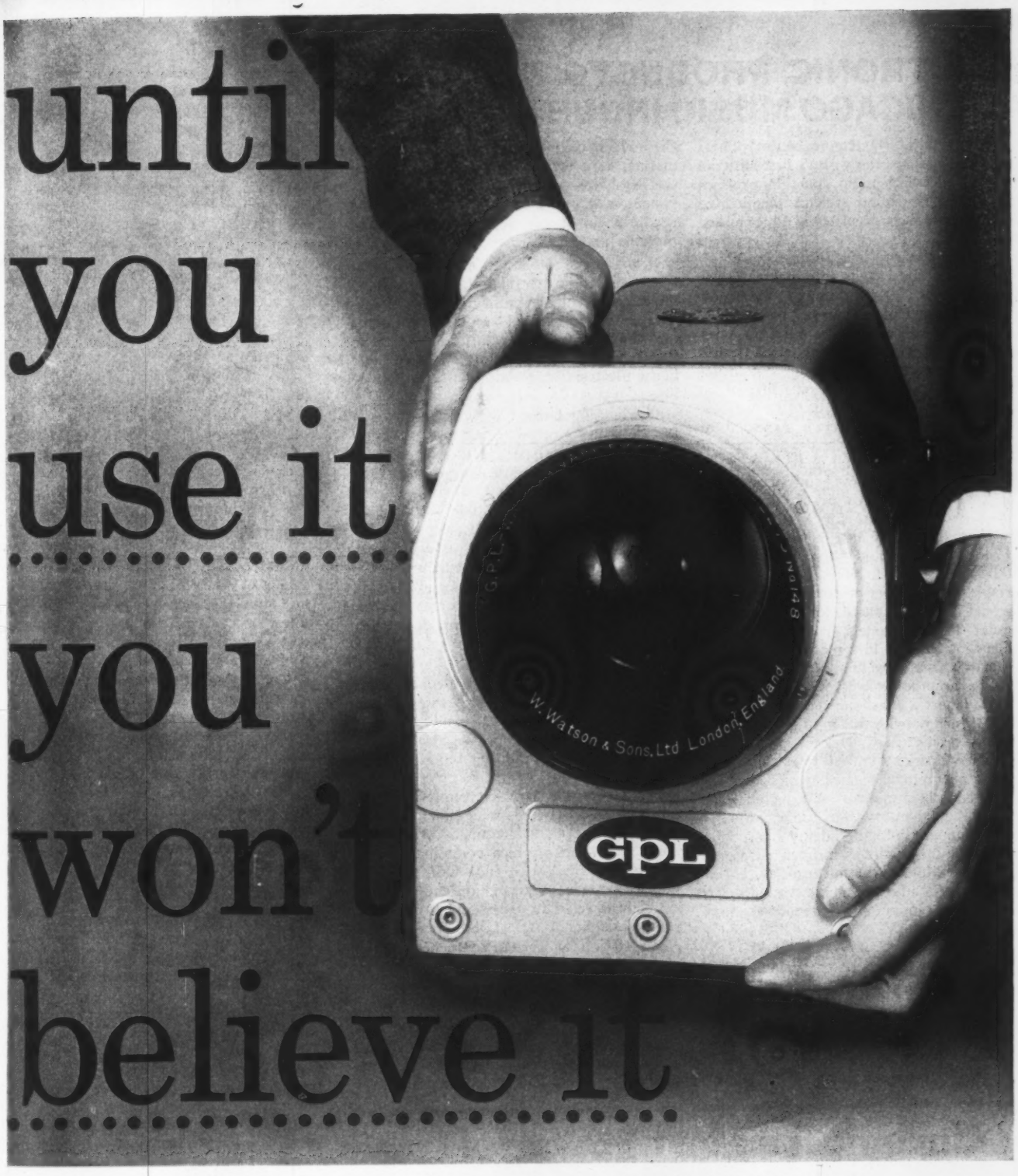
PROGRAM SERVICE SHORTS

Soundac Productions Inc., Miami, has added over 2,500 square feet of new executive offices and art production rooms to its present plant.

Hardy Burt Productions N. Y., has made available new half-hour tape recorded series, titled *Mr. Ambassador*, to U. S. radio stations.

Cullen Assoc., N. Y., in conjunction with National Tuberculosis Assn., is making available 15-minute animated color film on tuberculosis control to be distributed to tv stations.

Walt Framer Productions, N. Y., announced William Morris Agency has signed to act as agent for four live tv program packages created by Framer organization. Tv programs are *Winabuck, Million Dollar Family*, and *Calling on America* quizzes and *Behind Closed Doors*, panel show dealing with human relations problems.



So GPL invites you to use this remarkable VARI-FOCAL LENS– without cost or obligation–for a 2-week period.

Discover for yourself the amazing capabilities of this precision lens, its unique benefits for you. Use it in your regular studio and remote operations. Work it *hard*. Test it. Compare it.

GPL VARI-FOCAL's range is nearly *double* that of any other lens. It has a *completely flat field* through the entire 3″ - 30″ focal length. Its optics are *fully color-corrected*. And, best of all, resolution of the *entire* picture area is *knife-edge sharp*.

Use VARI-FOCAL and see for yourself why all three major nets use it for top programs, newscasts and commercials. Phone, write or wire Mr. N. M. Marshall, Sales Manager, General Precision Laboratory Incorporated, Pleasantville, N. Y.

GPL

A SUBSIDIARY OF GPE

ELECTRONIC PRODUCTS FEATURED AT CHICAGO MUSIC INDUSTRY SHOW

TRANSISTORIZED remote control tuners for tv and perhaps the world's first all-wave transistor portable radio, plus innovations in stereophonic sound systems, highlighted electronic products previews in Chicago last week.

Motorola Inc. previewed its new tv-radio-high fidelity lines at its international sales convention for 900 distributors at the Sheraton-Blackstone Hotel Thursday and Friday. Among new developments were an electronic, transistorized remote control tv unit and an automatic tube warm-up system designed to add life to tubes, plus fiber-glass, cabinet-enclosed phonographs.

The electronics industry is expected to sell 4.5 million tv receivers the second half of 1957, for a year's total of seven million, with sales increases of 60% in phonographs and 15% in radios, Edward R. Taylor, executive vice president for Motorola consumer products, told distributors.

Color tv sales should reach approximately 100,000, he forecast, citing a trend toward portable tv receivers with 17-inch overall diagonal size, compared to the currently popular 14-inch models.

Growing sales in hi-fi record players and classical music, together with preference shifts to more costly black and white tv receivers, reflect a consumer tendency to "upgrade" tastes notwithstanding the lack of an increase in color sales, Mr. Taylor asserted.

In New York, Admiral Corp. also unveiled a new remote control tv unit, claimed to exercise 11 functions and included as standard equipment with its more costly radio-tv-phonograph-high fidelity combinations. The unit operates through ultrasonic waves (like Motorola's) and turns tv, am or fm on or off; adjusts volume; changes stations; sparks an automatic record-changer, and rejects records.

Magnavox Co., Fort Wayne, Ind., introduced its all-wave transistor portable radio at the 1957 Music Industry Trade Show at the Palmer House. It includes eight transistors and is equipped for standard am radio, international short wave, amateur broadcasts, police calls and other reception.

Frank Freimann, president of Magnavox Co., which claims about 30% of the hi-fi market, reports increasing profits from all sales by virtue of catering to the hi-fi component field. The company also displayed am-fm radio phonograph combinations and portable phonographs.

It was apparent at the music show that several heretofore tv manufacturers, eyeing the relatively higher profit margins from hi-fi as compared with television, have jumped into the high fidelity picture—among them Philco Corp., Admiral Corp. and Westinghouse Electric Corp.—with new or expanded lines.

Diminishing interest in tv is one reason for the growing popularity of hi-fi and manufacturers' sales of packaged units are running four times higher than a year ago, the trade show was told.

Cliff F. Hunt, vice president in charge of distribution, Zenith Radio Corp., also said popular demand for greatly improved reproduction of records and the influence of older teen-agers who want good music are factors in the rise of high fidelity sales and interest. He appeared on a panel session during the annual convention of National Assn. of Music Merchants.

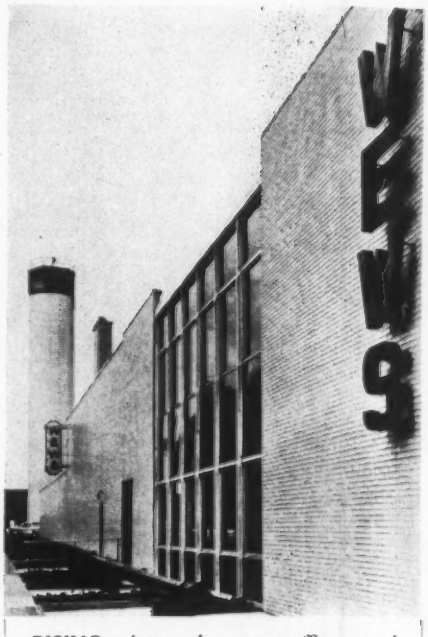
Nearly 250 manufacturers of musical instruments, radio-phonographs, tv receivers, hi-fi sets and accessories exhibited their merchandise at the Palmer House July 15-18, with over 7,500 industry representatives attending.

Feature of the show-convention agenda was a high fidelity-radio sales clinic Wednesday under the chairmanship of William J. Lee, NAMM electronics committee director. Panelists explored futures in the consumer tape market, promotion and advertising of hi-fi, retailing of high fidelity components, merchandising of components and packaged hi-fi, and sale of components. Consumer potentials in tape were outlined by C. Arthur Foy, sales promotion manager of Ampex Audio Inc., Sunnyvale, Calif.

Television apparently hasn't had an adverse effect on the sale of musical instruments, judging by manufacturers' reports. Industry leaders announced first-half-year retail sales of all type instruments are 5%-15% ahead of last year, with hi-fi packaged units and guitars leading the field. Wholesale distributors of instruments report similar increases.

Among major radio-tv manufacturers displaying their wares were Zenith Radio Corp., Webcor Inc., RCA, Magnavox Co., Philco Corp., Capehart Corp., Pilot Radio Corp. and Westinghouse Electric Corp. The tape and tape-recording field was represented by Ampex Corp., Orr Industries and Reeves Soundcraft Corp. Throughout the displays, emphasis was on stereophonic sound in home models.

Another highlight of the NAMM convention was the opening day luncheon with trophy awards to six top Magnavox retail salesmen in the firm's "crusade for creative selling" contest. The company also plans a new dealer incentive program built around sales training for retail tv-radio-phonograph



RISING above the new offices and studio of WEWS (TV) Cleveland is the unusual concrete silo microwave tower erected by the Marietta Concrete Corp., Marietta, Ohio. The 100-foot silo tower houses the parabolic antennas used to direct the broadcasting signal to the station's outlying transmitter in nearby Parma, Ohio. Unlike the conventional open-work microwave towers, according to a report from Marietta Concrete, the parabolic antennas in the WEWS tower are enclosed behind the plexiglass windows which eliminate outside weather interference, particularly picture bounce caused by high winds.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

HOOPER — PULSE — NIELSEN

KOSI DENVER

NUMBER ONE RADIO BUY

SAN FRANCISCO KOBY

KOSI San Francisco

KOBY San Pedro

salesmen Aug. 1, according to Dan Cavalier, sales promotion manager.

Product highlights in capsule:

• Ampex Audio: Home music systems in console or modular units; portable stereophonic sound system with two-speed recorder; stereophonic reproducer and two separate speaker-amplifier systems, plus other similar models.

• RCA Victor: Two-speed record-player, claimed to be the first incorporating both 45 and 33⅓ rpm speeds, in five models, with dealer distribution set for August; new line of high fidelity "Victrola" phonographs equipped for stereophonic sound; three new recorder-stereotape players, to be marketed in late summer, combining high fidelity phonograph am-fm radio with built-in stereotape player and tape recorder.

• Roland Radio Corp.: New nine-model line, including three transistor "convertible" radios, clock radios and two-band shortwave set.

• Radio Craftsmen Co.: New console hi-fi set with 360-degree sound system (four speakers, four-speed record changer, Magna Ray tuning, other features); also the Xophonic third dimensional sound device.

• Pfanstiehl Chemical Corp.: A microscope wide-field precision instrument for testing phonograph needles.

• Symphonic Radio & Electronic Corp.: Deluxe combination home music system with hi-fi phonograph and stereophonic tape playback in four speeds.

• Dynamic Electronics Inc.: Hi-fi amplifiers, phono and speaker systems, in component form or packaged units.

• Dynavox Corp.: Four-speed high fidelity deluxe portable, with automatic and manual lines.

• V-M Corp.: "Voice of Music" stereoplay tape recorders.

• Fisher Radio Corp.: New series of custom high fidelity radio-phonographs, with an amplifier capable of handling 32-w peaks without distortion, and imported Garrard four-speed record changer in a "tambour-door" console cabinet.

• Rockland Precision Mfg. Co.: All-transistor portable phonograph-radio powered by four flashlight batteries and designed to play 6,000 records or 750 hours of radio without battery change.

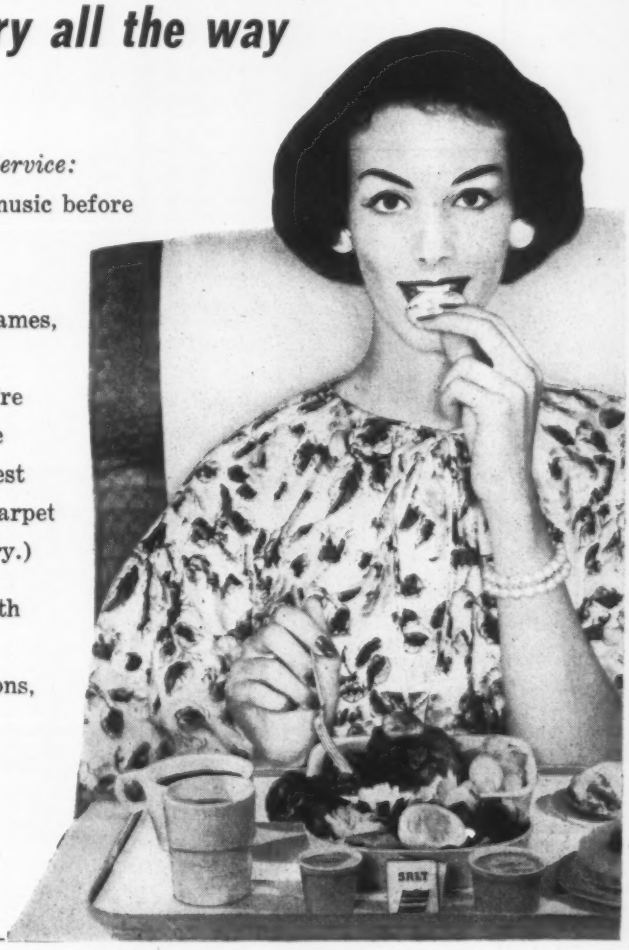
Raytheon Mfg. Unveils New Transistor Rival

INVENTION of the "spacistor," described by Raytheon Mfg. Co., Waltham, Mass., as "a startling scientific breakthrough with vast potential in the electronics field." was disclosed Tuesday during a New York luncheon by Raytheon representatives.

The spacistor is a semi-conductor device that looks like a transistor and operates electrically like a vacuum tube. Still in the research stage (only eight actual spacistors have been built), the new device, according to Raytheon engineers, will amplify at frequencies up to 10,000 mc or 50 times higher than present-day transistors. Moreover, they say that because spacistors can be made from materials unsuited for transistors, they are expected to operate at temperatures as high as 500 degrees C. or twice that of today's germanium or silicon transistors.

Although designed primarily for Raytheon's work in guided missile and computer development, the spacistor, says Raytheon appears to have a bright future in tv set development as well. Of unlimited life span,

In the lap of luxury all the way



This is United's *Red Carpet* Service:* softly spacious seats, soothing music before takeoff. Superb meals with the compliments of United's own master chef. Club lounge, games, delicious snacks. Service that's thoughtful and swift. And you're there before you know it, in the magnificent DC-7, nation's fastest airliner. (A final friendly Red Carpet plus: *extra fast* luggage delivery.)

Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.

UNITED AIR LINES

Red Carpet Nonstop Service coast-to-coast and to 15 cities including Honolulu.

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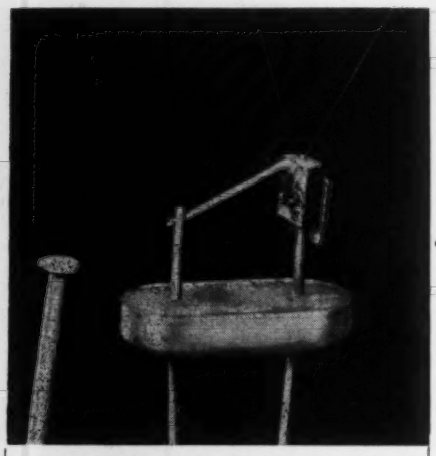


RAYTHEON'S mighty though minuscule "spacistor" here is attached to the boat-shaped mount of a transistor, a unit it may make obsolete. At left is a straight pin. The experimental spacistor, according to its developer, promises to combine many of the best properties of the vacuum tube and the transistor.

the spacistor is "unlikely to be more expensive than transistors," once mass-produced, Raytheon said. However, since only a handful of them have been produced, a Raytheon executive looks upon them a "very expensive little pearls."

GE Tv Set Examined In Death of Child

AN ALLEGEDLY defective General Electric 17-inch portable tv receiver was under examination last week in connection with the electrocution of a six-year-old suburban Chicago boy.

Throughout the inquiry which involved the coroner's office, electrical engineers and tv service repairmen, GE officials held their ground, claiming "vigorous adherence" to safety standards prescribed by Underwriters Labs. for all GE sets. The prospect loomed, however, of an examination of other portables by GE and other manufacturers.

At the same time, GE denied published reports of an "unofficial moratorium" on all retail store sales of the new 1958 portable model pending clarification of the cause of the death of Howard Erenstein Jr., Skokie, Ill. GE acknowledged about 100,000 similar receivers have been sold nationally.

Attorney Erwin H. Greenberg said the boy arose from a dinner table, brushed by an aluminum cart holding the metal-encased portable, reached into a kitchen cabinet drawer for a knife and collapsed.

A tv serviceman, Marvin Kamen, told police a voltmeter test showed high voltage leaks at the antenna when the set was in use. Prof. Eric T. Gross, electrical engineering division, Illinois Institute of Technology, examined the portable, using high voltage leaks from the metal case of the receiver to produce a bright light with a 100 w bulb used in place of a voltmeter. He told Coroner Walter E. McCarron the set was "lethal" and leakage could "bring death to anyone, child or adult."

Coroner McCarron ordered the set impounded and said he would appoint "an impartial engineering group" to examine portable units of several manufacturers, plus 15 to 20 "exactly similar sets" made by GE. He said he would seek "a blue ribbon jury" for resumption of the inquest July 30.

GE's tv department in Louisville issued a statement saying it has "full confidence in the safety of all its television sets, including the new portables." Claiming "vigorous adherence" to Underwriters' specifications, GE added that "until the company has knowledge of all the facts surrounding the unfortunate death, it is obvious it is not in a position to make any statement with respect to the cause."

Earlier, GE's tv-appliance division in Syracuse expressed regret over the accident and sent a representative to Chicago to "conduct a thorough investigation." A spokesman for Underwriters Labs., Chicago, said he understood the portable was tested on the East Coast.

RCA Service Co. Assigns Six in Revamping Move

THE RCA SERVICE Co. Inc. last week announced an executive reorganization involving six new assignments in a move designed to assure "continued growth" in the expanding industrial and government fields.

Overall responsibility for operating departments, according to E. C. Cahill, president, has been delegated to Donald H. Kunsman, formerly vice president, consumer products service department, who has been named vice president and operations manager. Mr. Kunsman joined the RCA Service Co. in 1949 as assistant to the president and subsequently served as budget manager, treasurer and controller.

Other new assignments involve R. N. Baggs, with RCA since 1930 and with the service company since 1948 (most recently as general sales manager), appointed vice president and general sales manager; Anthony L. Conrad, manager of the missile test project since 1953, named vice president, government service; Stephen D. Heller, manager of range operations for the missile test project since 1953, promoted to vice president, missile test project; Gerald W. Pfister, controller of the company since 1953, named vice president, consumer products service, and Edgar H. Griffiths, manager of accounting, appointed treasurer and controller.

Collins Radio to Build Plant

COLLINS RADIO Co. announced last week that it soon will begin construction of a 235,000 square foot manufacturing plant in Cedar Rapids, Iowa, at an estimated cost of $2.75 million. The new facility, which upon completion in early 1959 will house the company's fabrication activities, will be located opposite the Collins Engineering lab on a 90-acre tract.

KJEO-TV
fresno
#1
ACCORDING TO LATEST ARB SURVEY!
Most on the ball station you have ever seen
See Your Branham man
KJEO-TV Covers FRESNO And the Billion Dollar Rich San Joaquin Valley BEST!
O'Neill Broadcasting Company
P.O. BOX 1708, FRESNO, CALIFORNIA

Radio Set Shipments Up For January-May Period

SHIPMENTS of radio receivers from factories to dealers totaled 2,670,709 units during the first five months of 1957, a substantial increase over the 2,472,395 shipped in the same 1956 period, according to Radio-Electronics-Tv Mfrs. Assn. The shipment figures do not include auto sets, which move direct to auto manufacturers. May radio set shipments totaled 503,693 compared to 554,-972 in April and 551,712 in May 1956.

Five-month tv shipments totaled 2,121,-267 sets compared to 2,386,108 in the same 1956 period. May tv shipments totaled 333,-921 sets compared to 329,710 in April and 326,979 in May 1956.

Following are radio shipments from factories to dealers by states in the first five months of 1957:

State	Total	State	Total
Ala.	32,776	Neb.	15,236
Ariz.	12,506	Nev.	3,795
Ark.	12,441	N. H.	8,289
Calif.	202,393	N. J.	118,531
Colo.	18,929	N. M.	8,613
Conn.	44,550	N. Y.	426,165
Del.	4,928	N. C.	38,941
D. C.	26,534	N. D.	7,232
Fla.	61,382	Ohio	143,473
Ga.	49,068	Okla.	24,181
Idaho	6,147	Ore.	24,030
Ill.	227,761	Pa.	197,254
Ind.	48,325	R. I.	16,645
Iowa	27,139	S. C.	16,708
Kan.	21,635	S. D.	6,030
Ky.	38,389	Tenn.	35,758
La.	40,623	Tex.	116,323
Me.	12,741	Utah	9,128
Md.	51,187	Vt.	5,921
Mass.	99,891	Va.	39,450
Mich.	113,859	Wash.	36,840
Minn.	47,295	W. Va.	20,834
Miss.	15,570	Wis.	55,105
Mo.	61,862	Wyo.	3,125
Mont.	7,692	Grand Total	2,670,709

Following are tv set shipments from factories to dealers by states in the first five months of 1957:

State	Total	State	Total
Ala.	33,397	N. H.	5,439
Ariz.	13,361	N. J.	74,397
Ark.	19,209	N. M.	8,749
Calif.	204,582	N. Y.	247,590
Colo.	18,459	N. C.	42,277
Conn.	34,481	N. D.	7,229
Del.	4,862	Ohio	118,744
D. C.	20,620	Okla.	22,650
Fla.	77,894	Ore.	22,624
Ga.	43,861	Pa.	142,634
Idaho	6,946	R. I.	11,210
Ill.	124,244	S. C.	18,162
Ind.	51,613	S. D.	7,323
Iowa	22,875	Tenn.	37,836
Kan.	23,342	Tex.	117,459
Ky.	35,919	Utah	9,642
La.	41,896	Vt.	4,376
Me.	11,083	Va.	34,360
Md.	29,384	Wash.	33,769
Mass.	61,813	W. Va.	21,992
Mich.	81,072	Wis.	34,128
Minn.	30,111	Wyo.	4,697
Miss.	20,033	U. S. Total	2,115,313
Mo.	47,267	Alaska	1,460
Mont.	10,917	Hawaii	4,494
Neb.	15,386	Grand Total	2,121,267
Nev.	3,399		

Nems-Clarke, Vitro Union Asked

STOCKHOLDERS of Nems-Clarke Inc., Silver Spring, Md., will vote July 26 on a merger proposal approved by directors whereby the electronics instrument firm will become an operating division of Vitro Corp. of America (chemicals and electronics). The terms of the merger indicate that Vitro will exchange 115,000 shares of its common stock (worth about $2.9 million at current $25.50 over the counter bid price) for all assets of Nems-Clarke. The firm has about 450 employes and net sales last year were above $4 million. Vitro net sales last year totaled $41 million.

PICTORIAL slogan to be used by manufacturers and distributing groups during National Television Week, Sept. 8-14, was developed last week by cooperating associations. NARTB and Television Bureau of Advertising have a separate pictorial slogan [B•T, July 15].

MANUFACTURING SHORTS

Sylvania Electric Products Inc.'s exhibit in Exposition's Frontiers of Science Bldg., Oklahoma Semi-Centennial Exposition, Oklahoma City, invites visitors to assemble by hand new type of electronic device known as "stacked tube."

Ronson Corp., Newark, N. J., acquires control of Saxony Electronics Inc., Wilmington, Del.

Moore Assoc. has opened offices in Redwood City, Calif., to concentrate on design, production and development of telemetering equipment and related accessories including special encapsulated carbonyl-iron inductors and r-f transformers.

Blaw-Knox Co., Pittsburgh, has issued new booklet providing "a quick but comprehensive look at the scope of Blaw-Knox Company's operations."

Minnesota Mining & Mfg. Co., St. Paul, announces commercial availability of video recording tape capable of recording tv sight and sound. New magnetic tape is called "Scotch" brand video recording tape No. 179.

Zenith Radio Corp, Chicago, announces introduction of "the most extensive line of high fidelity instruments" in its history, including 28 models. Among highlights: new acoustiphonic speaker enclosure, tone-balanced multi-speaker systems and 4-speed record-changer.

Sylvania Electric Products' tv and lighting products are being shown as representative of American industry at 26th Industrial Fair in Poznan, Poland.

Gates' new plant at 30th & Broadway in Quincy, site for future consolidation of all executive offices, all other plant facilities.

MANUFACTURING

GATES' 35 YEARS: THEY BEAR THE MARK OF QUALITY-SERVICE

FOR 35 YEARS Gates Radio Co. has maintained an objective: to build a better mousetrap. But each success in that direction has served only to spur the manufacturing firm toward an even better mousetrap. All this has added up to an outstanding record of service to an ever-burgeoning broadcast business.

Because of its specialization, Gates has not been particularly conspicuous among today's crop of industrial giants. However, the name of Gates or the equipment it provides has found its way into broadcast installations all over the world—a testimonial to Gates' product quality and service.

Take a trip to the Quincy, Ill., headquarters office and plant, sloping up from the eastern bank of the Mississippi River. An employe's slogan, posted at several points, underscores Gates productivity.

"The Joint's A-Jumpin'—Make '57 Sumpin.' "

At Gates they have another tried and true saying: "Success is like potato salad—when you share it, you have a picnic"—alluding to sales quotas set and achieved.

Gates Radio Co. currently is observing its 35th anniversary as a manufacturer of finished equipment (am-fm-tv transmitters, automatic programming units, communications systems, studio consoles, speech input systems, remote control systems and other products) and centralized supplier of related items. Its growth and progress have paralleled that of commercial broadcasting.

A NAME PRACTICALLY EVERYWHERE

A great majority (perhaps as high as 95%) of all am-fm broadcasters have purchased some Gates equipment at one time or another, many of them complete station packages incorporating products subcontracted with 500 other suppliers (of tape recorders, tapes, towers, microphones, antennas, assorted other items). Today, the company estimates its equipment is in use at 60-70% of U. S. aural outlets.

Gates is acknowledged to be competing favorably unit-wise with larger, longer-established companies in the multi-million-dollar broadcast equipment field—and turning a respectable profit from its sales volume.

Head of the firm for most of its 35 years is a soft-spoken, mild-mannered man who grew up in his father's business but who felt he was something of a jinx. In 1939, when Rex Howell at KFXJ Grand Junction, Colo., bought a 250 w transmitter, Parker Gates went out to help him adjust it. "The first news that broke was that Hitler had marched into Poland," he recalls. In 1941, Mr. Howell bought a 1 kw transmitter, tuned it and the story of Pearl Harbor came through.

Blessed with an ingrown sense of humor, not to mention a 24-ft. cruiser that frequently can be seen on the Mississippi, Parker S. Gates is as much a Mark Twain in private life as he is "Mr. Radio" in broadcasting. He competently heads an aggressive business, one of fewer than 50 left from among 1,000 companies which started in business back in 1922.

Young Mr. Parker was a freshman at a Pittsburgh high school, dabbling in amateur radio, when his father was hired by Jersey Cereal Food Co. at nearby Irwin, Pa. The elder Mr. Gates, an alumnus of Purdue U. with education in industrial engineering, became interested in radio during the construction of KDKA, pioneer commercial station, and foresaw a potential in broadcast equipment.

With relatively few firms in the field (among them, Western Electric, Westinghouse, General Electric), Henry and Cora Gates launched their small company as a partnership in 1922 in Quincy. They died in 1934 and 1946, respectively, and with their deaths went the partnership.

Gates Radio Co. pioneered in radio receiving equipment and sound amplifying devices when 15 w stations were not uncommon. Only old-timers remember that Gates cut some teeth in non-synchronous talking pictures for about 10 years, making equipment for cueing music, first on discs and later on film. An installation of such a talking device at the Atlanta federal penitentiary brings reminiscences to Parker Gates.

"We opened at Atlanta's all-marble auditorium with such horrible acoustics that you had to pack them in to understand a single word," he recalls. "This was no problem for anyone but the guards. Ted Lewis' 'Is Everybody Happy?' was the feature. Well, sir, when Ted opened his mouth and spoke the first word, all pandemonium broke loose. My first thought was a riot. There was hootin' and hollerin', banging on the floor and just about everything you can do to make noise in a jail. It lasted for a full ten minutes. I finally found the reason. It was the first time any of these men had seen a picture talk."

Mr. Gates' experiences are tangy with other memories—how an early condenser microphone froze (because of ionizing) minutes before a midwestern speech by President Herbert Hoover on network radio (but thawed seconds before air time); when the sun knocked out a crystal microphone on an American Legion remote; about hot "tomato can" microphones which defied handling by torch singers; and the reason for a cable order from Africa requesting a height boost in a carload of poles to contain six-wire transmission line brackets (camel's humps were being seared by rf).

From a partnership and handful of employes in 1922, Gates has expanded in 35 years to three plants (and headquarters) in Quincy and branches and sales offices in Houston, Atlanta, Los Angeles and Washington, D. C.; international and sales offices in New York City, and exclusive representation through Canadian Marconi Co. for Canada—with 360 employes in Quincy and about 400 in all plants.

GATES' TOP ECHELON

Its table of organization includes, besides Mr. Gates, Executive Vice President L. I. McEwen, and such other key personnel as Norbert Jochem, director of engineering; Lawrence Cervone, sales manager, and John R. Price, advertising director.

Gates plans to augment its present 55,000 square-foot headquarters plant fronting the Mississippi with expansion of its 30th & Broadway facilities (on seven-plus acres of land) in eastern Quincy to encompass several new ultramodern units.

Reorganization is afoot, too, in its advertising structure (the company is spending about $110,000 in fiscal 1957-58, starting last June 1) under Mr. Price, who joined Gates early this year. The company's advertising objectives have been accomplished by improvisation in the past but are deemed inadequate to correlate with sales demands of a burgeoning business in broadcast equipment. Mr. Price is an alumnus of U. of Houston and KUHT (TV), the university educational station; KPRC-TV that city, and, more recently, of Ted Roggen Adv. Agency there. Gates plans to appoint a new advertising agency in the near future.

Mr. Cervone is a product of Gates' New York office since 1947 and has been sales chief the past four years in Quincy. Mr. Jochem started with the firm in 1941 as technician-engineer, served as audio engineer from 1946 to 1953 (after wartime naval service),

1922 GATES 1957

Thirty-five years is a long time in electronics. As one of our friends put it, "Comparatively, it is like dating back to Robert Fulton and the steamboat." When Gates opened the front door for the first time, most of the things common today were at best only a gleam in the inventor's eye. Transmitters were self-excited, the two-button microphone was yet to come, the words, "electrical transcription" rang no bells, video might have something to do with the day's jingle, and every up-to-date home would soon be talking about super regenera-tives, extra heavy B batteries and the best make of headphones.

In the field of radio broadcasting equipment, we believe both pioneering and recent efforts of Gates people have played a generous part in the ex-pansion of our industry. Gates recognized, in its policy of combining modest price with highest possible quality, that they would at times be vulnerable, since the only possible justification of higher prices would be higher quality. Gates proved otherwise. Today's equipment prices are compatible among the major suppliers. Others had to reduce prices as Gates quality was immediately recognized. Surprisingly, Gates prices today, here and there, may run slightly higher. Quality is our product and our product is quality, first and foremost. Price must be modest and where possible through production efficiencies, the lowest, but never must quality give way to price.

Today we know Gates equipment has the most demanding quality standards possible anywhere. Any Gates engineer will tell you he is instructed to specify the finest materials money can buy and leave it to the methods engineers to convert this quality into a finished product at a modest price. That's why essentially half of all U. S. radio broadcasting stations are Gates equipped . . . . that's why almost every radio station in the United States has some major Gates instrument . . . . that's why the equipment for the Voice of America, reportedly the world's largest radio studios, is Gates built . . . . and quality is why nearly every civilized country in the world broadcasts with Gates quality broadcasting equipment.

Yesterday the watchwords were "match Gates prices." Today it is "match Gates quality!" Combining quality and modest price is a Gates exclusive.

GATES RADIO COMPANY

MANUFACTURING ENGINEERS SINCE 1922

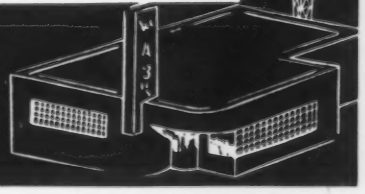
Quincy, Illinois, U.S.A.

Offices In —

NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA

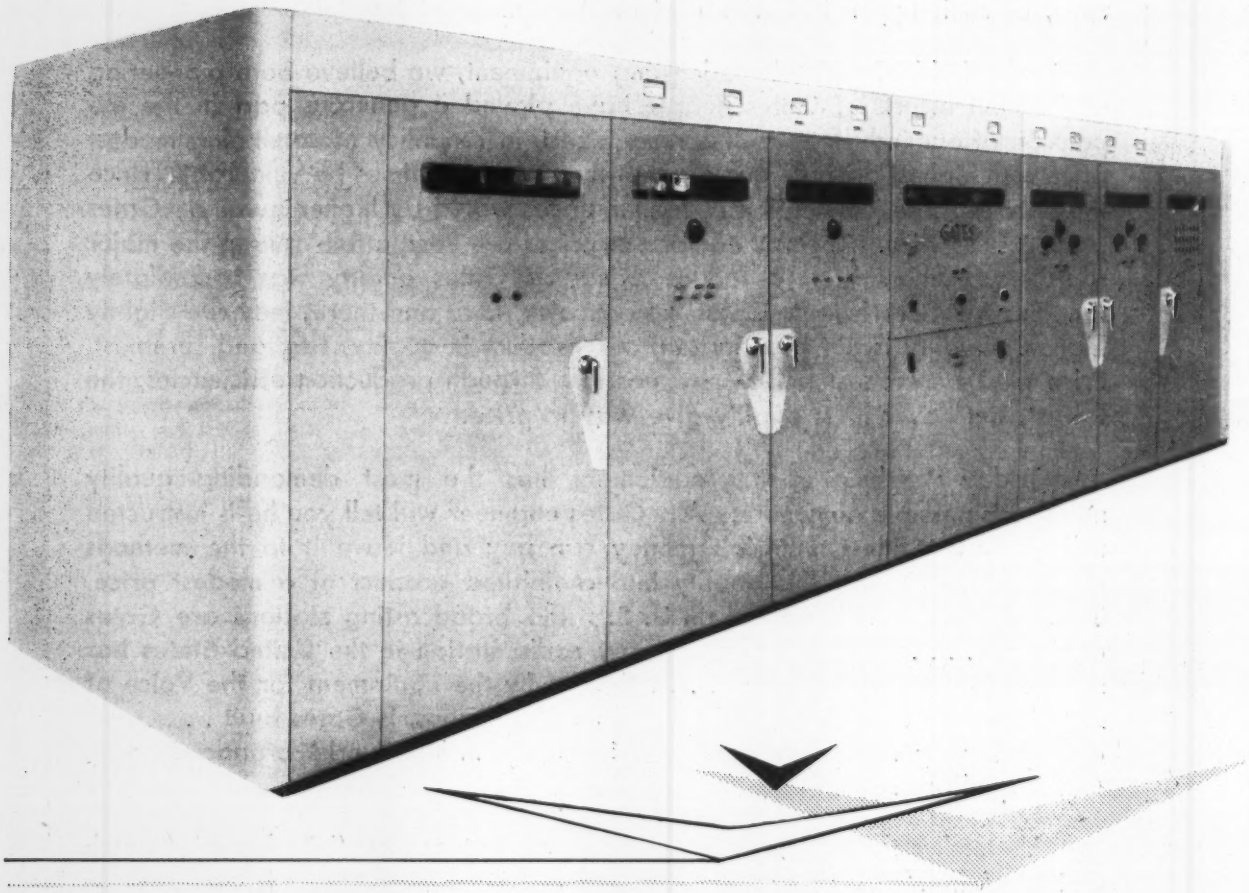
In Canada — THE CANADIAN MARCONI COMPANY

INTERNATIONAL DIV. — 13 E. 40th St. New York City



Announcing

GATES 50,000 WATT



Gates engineers have developed the fifty kilowatt transmitter that the entire industry will be talking about . . . the Gates BC-50B, the finest in the high power class. The rugged construction and massive power means inbuilt quality . . . there is no place for compactness in 50 kw transmitter design. A great number of outstanding features are to be found only in the BC-50B, which means that once again, Gates is the standard of comparison.

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA
NEW YORK, International Div., 13 East 40th St. — In Canada, CANADIAN MARCONI COMPANY

the New

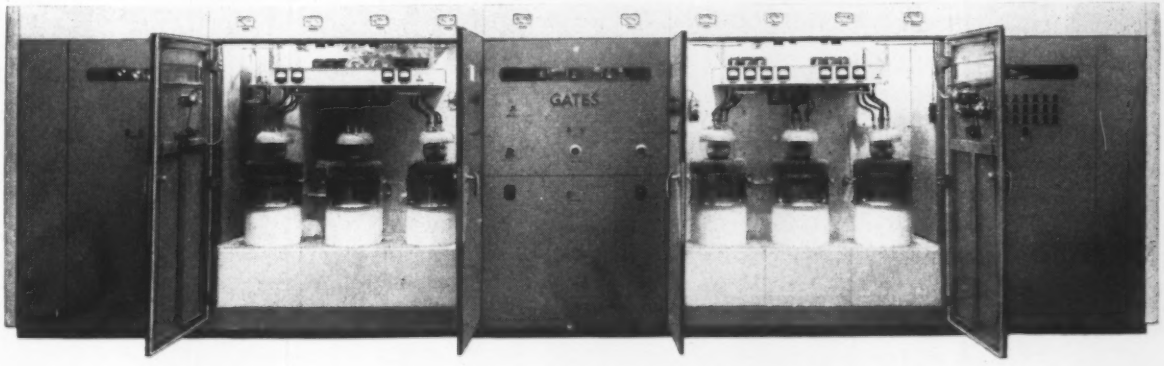
BROADCAST TRANSMITTER

QUALITY THROUGH MASSIVE POWER

Yes, massive power best describes this new modern Gates fifty. Progressive design that has already won Gates engineering excellence in world-wide acclaim provides this perfect combination — trouble-free, reliable, high level modulation and an abundance of extra power.

Both power amplifiers and modulators actually have tube combinations capable of 100 kilowatt operation. This is massive power, spelling reliability with the longest life tube combination ever known. The BC-50B has the finest modulation system. High level, of course, but BIG HIGH LEVEL, with huge modulation capabilities that emphasize a performance distinctive and different from all others.

The BC-50B is another example of outstanding Gates progress based on continual research to provide broadcasters with the very finest equipment at a modest cost.



A 12 page brochure tells conclusively why the Gates BC-50B is by far the finest 50 kilowatt transmitter ever manufactured. Each outstanding feature is described in detail. If you have not received this brochure, write the Gates office nearest you today for your copy.

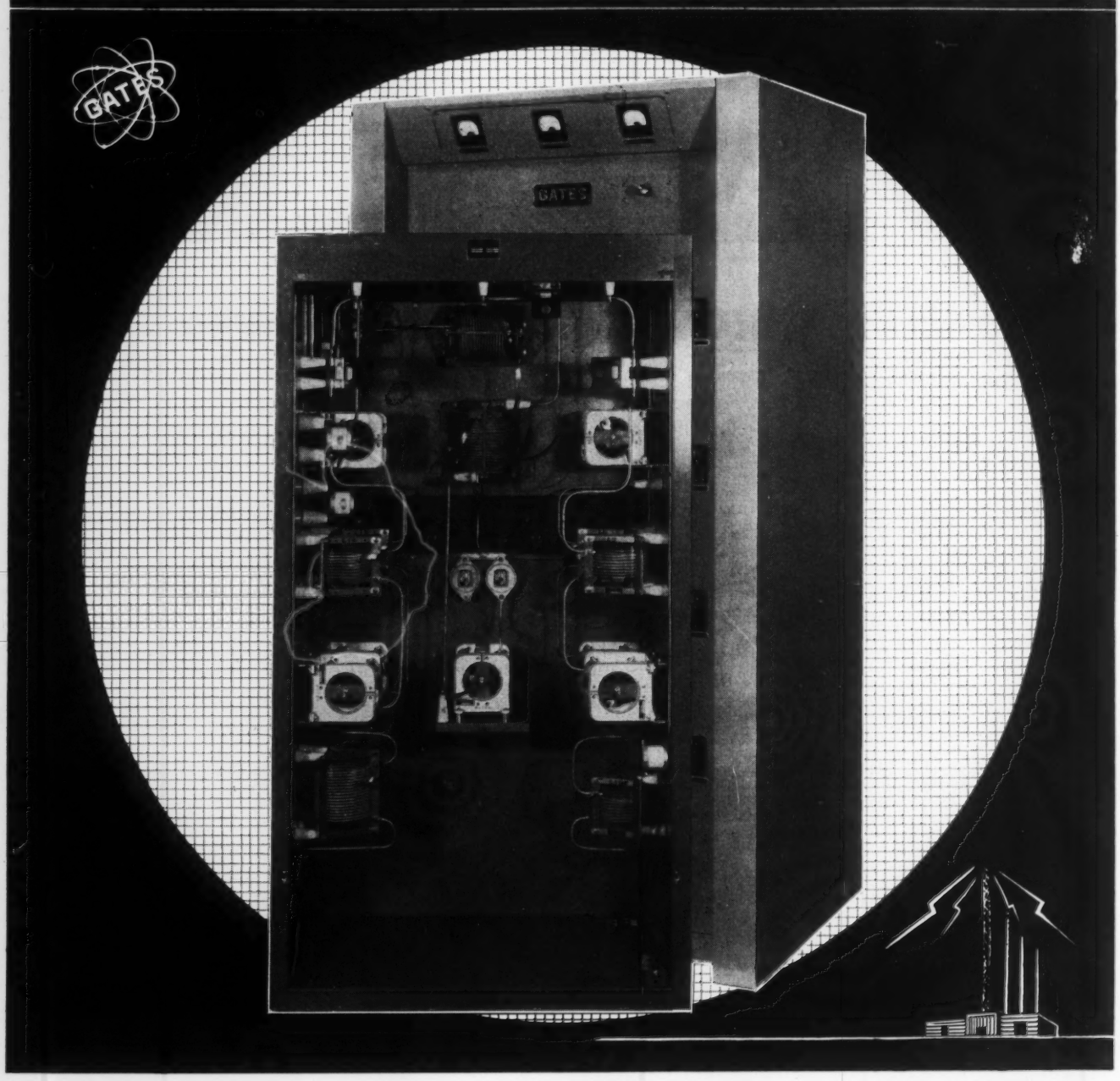
GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

700 Tower Directional At 600,000 Watts



We Americans like to hang things end to end such as "Lay all your neckties end to end and they would reach from Kansas City to Topeka."

A statistical check disclosed that if all Gates directional phasors made in the past decade were placed end to end, these 225 phasors would be feeding over 700 towers in excess of 600,000 watts power.

QUALITY is the definite reason for Gates overwhelming phasor predominance. Generous use of variable components makes the consultant's proof of pattern both pleasant and efficient. Best of all, Gates phasors, once adjusted stay adjusted, as a quality phasor should.

GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St. New York City — In Canada, CANADIAN MARCONI COMPANY

promoted to audio product engineer in sales and appointed engineering chief in March 1955.

Parker Gates radiates optimism for the future. "Radio has always been progressive, and engineers so curious, that technically it has progressed faster than most other industries," he comments. As a manufacturer, he asks, "What industry offers greater potential in terms of return on the original investment in equipment today than radio broadcasting?"

Among reasons for continuing growth of radio-tv broadcast equipment sales cited by Mr. Gates are (1) trend toward increase in high power for am stations; (2) single sideband radio operation; (3) multiplexing; (4) increased use of equipment by educators, plus vast potential of closed circuit and educational tv, and, of course, (4) automation.

Just as Gates pioneered in commercial production of the first 33⅓ rpm transcription turntables, filling an order from the late Scott Howe Bowman for installations in five major U. S. markets, so, too, has it pushed automation on the well-founded premise it's ineviatble. Just as one of its major competitors, RCA, had its troubles in launching color fullscale, Gates has had its problems with its Auto-Station, which it claims to be the most advanced automatic method of radio programming.

Unveiled last summer, the two-unit (production and playback) electronic system has whetted considerable interest and acceptance but gained less than satisfactory results saleswise. Says Mr. Gates:

"Some forms of automation have been hard to sell; it's not a problem of lack of industry understanding but rather that the concept is so revolutionary. A version of the Auto-Station will some day be in every radio station. Automation provides a better utilization of present personnel rather than curtailing it." Says Jay Blakesley, audio sales manager: "Time, the lifeblood of broadcasting, can be sold by the hour and manufactured in minutes."

Mr. Gates reports that "nothing has created more interest" than his firm's system, which employs binaural tape recording and permits advance production of programs in a fraction of the time usually required. Some stations, including WCAZ Carthage, Ill., have purchased the equipment and other station managers have indicated interest, he says.

Better utilization of personnel means better broadcasting and economy of the "anti-inflationary" kind that has marked the broadcasting equipment field the past ten years, Mr. Gates feels. As an example, he points out, with reference to mass production factors, that prices have dropped on 1 kw radio transmitters from $6,500 to $4,395 and on 5 kw from $23,000 to $11,750 from 1946 to 1957. Gates officials claim they have contributed their share in effecting these economies, despite the "rugged but always honest competition," as expressed by Mr. Gates.

How has a relatively small company managed to survive against giants in a highly competitive field and managed to pile up a respectable record dollarwise and a formidable one in terms of units?

Mr. Gates attributes his company's acceptance and prestige to (1) fulfillment of a responsibility to make its equipment work, *viz* as in its station package plan, eliminating need for station operators to contact any of the 500 suppliers themselves; (2) good products at reasonable prices; (3) adherence to ethical practices, and (4) competent engineering and sales personnel. He traces this Gates position to about 1939, even before it started filling military commitments and during the growth of am radio facilities.

HOW THE BUSINESS IS DIVIDED

Gates maintains three product groups—transmitter, audio and special products—and a product development committee, plus advertising and sales-marketing units, on which Mr. Cervone services. Including military contracts, 85-90% of its business is in broadcast equipment.

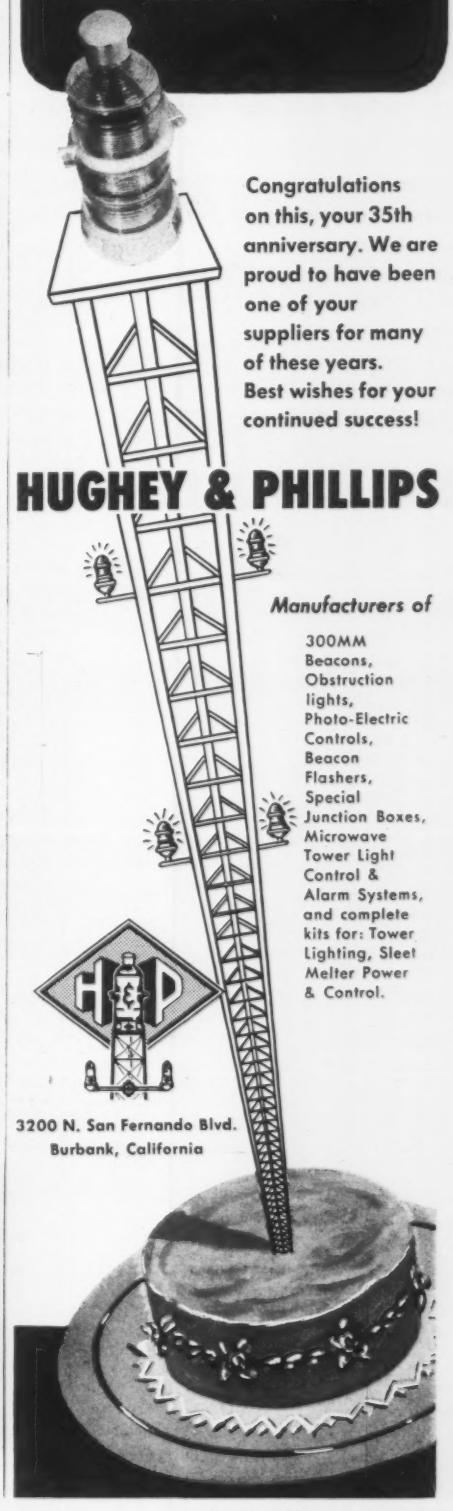
The actual sales breakdown is, according to Mr. Cervone, am broadcast transmitter equipment, 35%; fm-tv-shortwave transmitters, 12%; audio, 30%; other broadcast (phasing, etc.) and non-audio, non-broadcasting equipment (including 15% military and industrial), 23%.

Mr. Cervone reports Gates' sales have increased over four-fold since 1948, tripling in the period to 1953 and just less than doubling in the 1953-57 span. In fiscal 1956-57, Gates almost managed to reach its quota of a 20% increase, with '57-'58 pegged for a 15% boost. Its am equipment reportedly accounts for 50% of the total industry volume in that category; surveys indicate more am stations use its transmitting equipment than that of any other manufacturer, according to Gates. Overseas represents

GUIDING HANDS AT GATES

Parker S. Gates, President | L. I. McEwen, Executive VP | Lawrence Cervone, Sales Manager | John R. Price, Adv. Director | Norbert Jochem, Dir. of Engring.

So, this is your 35th Anniversary



Congratulations on this, your 35th anniversary. We are proud to have been one of your suppliers for many of these years. Best wishes for your continued success!

HUGHEY & PHILLIPS

Manufacturers of

300MM Beacons, Obstruction lights, Photo-Electric Controls, Beacon Flashers, Special Junction Boxes, Microwave Tower Light Control & Alarm Systems, and complete kits for: Tower Lighting, Sleet Melter Power & Control.

3200 N. San Fernando Blvd.
Burbank, California

¡Felicitaciones!
Bonne fête
Congratulations!
Auguri
Glückwünsche
Tebrikler
Parabens
Najlepsze Życzenia

GATES
35th
ANNIVERSARY

Since 1952 we have had the pleasure of representing the Gates Radio Company as International Division. Their fine products and engineering aid have enabled us to sell and install millions of dollars of transmitting and studio equipment throughout the far corners of the free world.

Our branches and affiliates in their native languages (many more than listed above) join us also in extending "Congratulations to Gates" in their 35 years as "manufacturing engineers."

1922–1957 35th ANNIVERSARY

INTERNATIONAL DIVISION
GATES RADIO CO.
ROCKE INTERNATIONAL CORPORATION
13 East 40th St., New York 16, N. Y.

about 10% of gross sales from its equipment.

Some foreign facts and figures show Gates has supplied:

- Studio relay and other equipment to Radio Free Europe in Munich and elsewhere.
- Five 20 kw package radio stations to the Indonesian Broadcasting System.
- High-frequency transmitters and studio equipment to Nigerian Broadcasting Service.
- Mobile radio system, providing medium and shortwave facilities, plus am station transmitters, fm broadcast-program relay system and studio recording equipment for establishment of a complete radio network, to the Republic of Korea. Gates equipment also is used in South Africa, Jamaica, Liberia and Nigeria.
- Five transmitters (three 5 kw, one 10 kw, one 1 kw) for use at key stations of Canadian Broadcasting Corp.
- Equipment to the majority (100) of American Forces Korean Network stations (130).
- Transmitter equipment for Voice of America in Paris and Munich as well as Washington, D. C., and for Committee for Liberation of Europe.

Domestic:

- Statewide radio installations for Indiana State Police.
- Special speech equipment to approximately 60 U. S. universities annually. (Gates claims to be only manufacturer making educational fm transmitters.)

Mr. Cervone explains that "in supplying such equipment here and abroad, you are performing a public service and receive a sense of satisfaction."

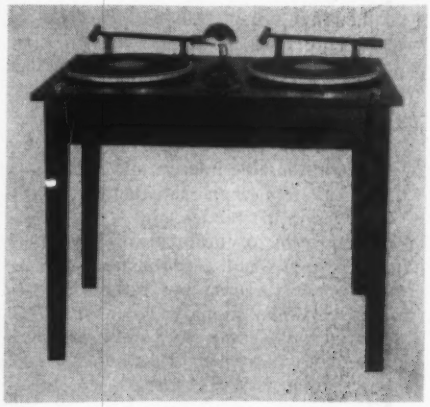
How much money does Gates Radio Co. take in each year? Officials decline to give estimates but it's known to be among the leading broadcast equipment manufacturers, with volume under $25 million. Suppliers tend to profit under Gates' station package plan which covers towers, tape recorders, microphones, antennas and other items.

Gates' station package plan provides financial arrangements through its wholly owned Gates Acceptance Corp. Apparently the plan has proved advantageous, since the company figures 95% of all am-fm stations (approximately 3,000) have bought Gates station equipment at one time or another. (Gates is proud of the fact it has continued to make and sell fm transmitters.)

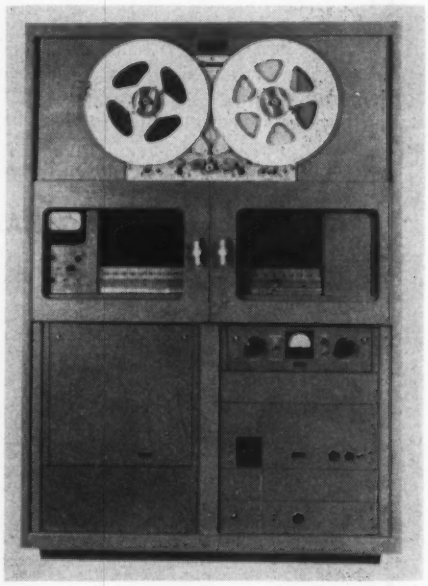
Like Parker Gates, Mr. Cervone acknowledges difficulties in promoting automation. He is confident that, although the Auto-Station has "been slow to get off the ground," it will gather momentum. Among difficulties he mentions is that the two-unit equipment is hard to transport for demonstration purposes, but he claims that once stations have used it, they've been satisfied with the performance. He has letters from WCAZ Carthage, Ill.; KFSB Joplin, Mo., and other gratified clients. (Other stations have been quick to praise its service to chief engineers far removed from parts suppliers.) One am operator who bought Auto-Station observed that its use enabled the station "to leave some of the mistakes on the floor" by advance program planning.

Package station plans account for about 50% of Gates' broadcast equipment business, with the market divided about 40% new stations, 40% replacement and 20% miscellaneous. Gates, like other manufacturers, finds many broadcasters are reluctant to part with obsolescent transmitters. But, says Mr. Cervone, the pattern is changing and "it is not unlikely to assume, with improvement in equipment, simplified design and the trend toward remote equipment the past ten years, that progressive station managers would want to modernize their facilities." He also cites an increase of 1,000 am stations from 1945-48 as indicative of radio's growth and continued activity. Savings in operating costs, realized from replacement parts, tubes and lower power costs, would more than offset the price of a new transmitter, he points out.

"The future never looked better," Mr. Cervone feels, singling out out-of-home radio listening and "sets in every room." He adds, "More radios mean a greater variety of tastes, which means more varied services; more stations will be tied in with the expanding population, particularly in 'boom' areas." He alluded to claims of $5



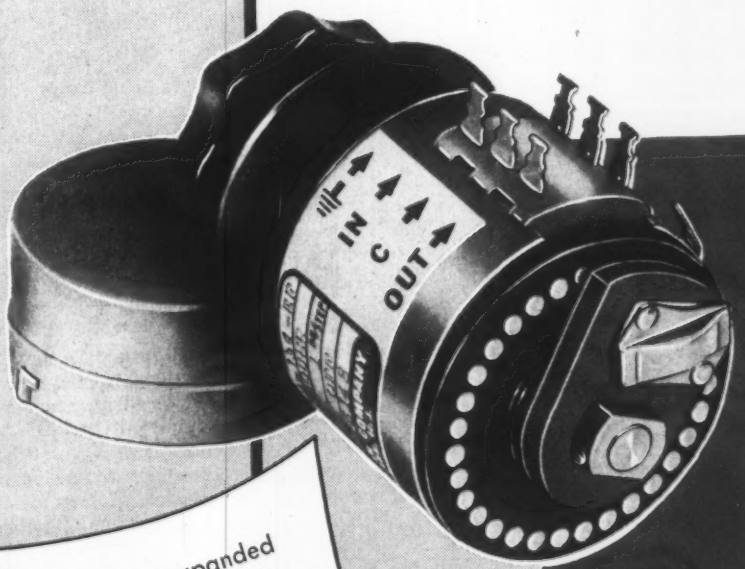
THREE DECADES APART: Above is the Gates 33⅓ rpm transcription equipment of 1927. Below is the modern playback unit of Gates Auto-Station.



THESE ARE THE

REASONS

WHY DAVEN IS THE LEADER IN THE AUDIO ATTENUATOR FIELD



1. "KNEE-ACTION" ROTOR . . . gives positive contact and low contact resistance under all conditions.
2. BRASS CASE OF 2-PIECE CONSTRUCTION . . . gives excellent shielding and allows more compact equipment design.
3. "LOCK-TITE" DUST COVER . . . designed to withstand severe vibration and at the same time allow easy accessibility.
4. ENCLOSED ROLLER-TYPE DETENT MECHANISM . . . gives positive indexing, but does not increase depth of unit.
5. LOW-LOSS MOLDED TERMINAL BOARD . . . has high resistance to leakage.

GA-130 Series,
Ladder Network
30 Steps, 1¾ Diameter

Greatly expanded production facilities enable Daven to make delivery from stock on a large number of standard attenuator types.

Write for complete catalog data.

THE DAVEN CO.

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

LIVINGSTON, NEW JERSEY

billion in radio-tv advertising revenue by 1965.

"If advertising grosses as predicted increase two-and-a-half times," he said, "it will be the obligation of broadcasting to provide the expansion."

Among vistas for continued expansion in broadcast equipment manufacture, besides new stations, are greater use of directional antennas, power boosts, extension of am with fm operations, remote control and other factors. He cited a proposal for extension of station remote control privileges involving directional stations and those over 10 kw.

In the same vein, John R. Price, advertising director, comments:

". . . Most of the people who turned their backs on radio when tv came along are now doing an about-face and taking another look. To the surprise of those who thought the 'voice of the airwaves' was about dead and buried, the medium is pushing the sales curves off the charts. Radio's comeback in the past few years has been nothing short of spectacular.

". . . This is a dynamic industry, with old stations expanding and boosting power, and more new radio and tv stations going on the air every year. . . . From 608 am stations in 1931, the number rose to almost 3,000 in January 1957. During the period of Jan. 1, 1954, to Jan. 1, 1957, fully 529 radio stations went on the air. This shows a 46% increase over the starts during three previous years."

Mr. Price noted that after the FCC issued its final tv allocation plan in April 1952, some obstacles had been removed and "by 1953, it was evident that television had become a major broadcast medium."

While making its mark in am radio, including recent 50 kw and 5 kw transmitter models, Gates has proceeded cautiously on tv equipment. The plight of some stations in video's early days, with basic investment and operating costs and the proportionately lower number of outlets, have rendered the spread "marginal" at best for a relatively small company. It's logical that, once the market situation solidifies, Gates will anticipate a "trend" and become more television-minded, including color when that medium starts to bloom.

Meanwhile, at Gates' Quincy plants, the slogan still holds: "The Joint's A-Jumpin'; Make '57 Sumpin'."

SOME GATES MILESTONES

THIRTY-FIVE years of what Parker Gates calls "a lot of wonderful experiences"—from talking picture systems and "tomato can" microphones to mobile radio systems for Korea, equipment for the Voice of America and complete automation for radio broadcasters—also brought their share of problems and the ways Gates engineers solved them.

Among its more impressive achievements:

► An important role in speed, efficiency and range of present-day telecommunication.

► Delivery of complete master control, recording and studio equipment for new Voice of America Washington facilities of the U. S. Information Agency on or ahead of schedule.

► Development of electronic "Auto-Station" units for radio stations, enabling them to pre-produce eight hours of programming in slightly over two and a half hours.

► Formation of stock-carrying branches to deliver replacement parts for customers in regional areas on a "one day" basis.

► Development of a far-flung international division for shipping broadcast equipment to all parts of the world.

► Installation of talking picture systems throughout the world, including those in federal penitentiaries in Atlanta and Leavenworth, and development of the "first" commercial transcription turntable for 33⅓ rpm (early talkies were on disc).

► Development of the first 50 w tv transmitter used by Armed Forces Radio & Television Service in the Azores.

► Production of the "first" 500 w am transmitter claimed to incorporate "in-built" Conelrad features, operating only a single frequency but capable of tuning anywhere between 540 kc and 1600 kc, plus similar features in a 1 kw model.

► Provision of communications equipment for the first and subsequent South Pole expeditions of the late Admiral Richard E. Byrd.

► Origination of the first complete equipment package plan for radio stations.

Congratulations

GATES RADIO COMPANY

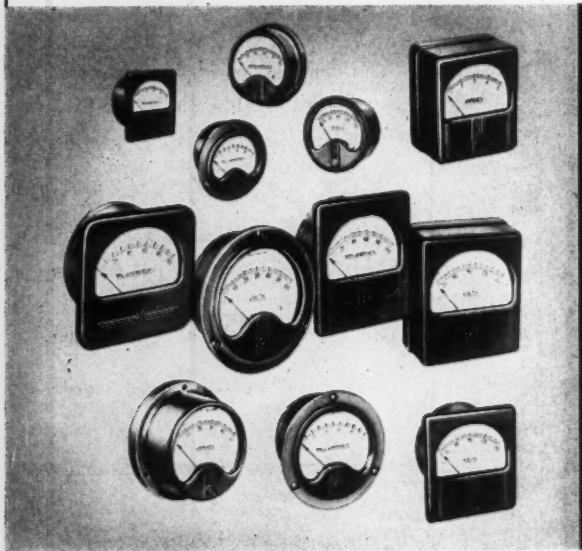
on your 35th Anniversary

FROM

Westinghouse

Makers of Specialized and Precision

PANEL INSTRUMENTS



D-C
Ammeters
Milliammeters
Microammeters
Voltmeters
Millivoltmeters

A-C
Ammeters
Milliammeters
Voltmeters

Audio Frequency (Rectifiers)
Microammeters
Milliammeters
Voltmeters

Radio Frequency
Ammeters
Milliammeters

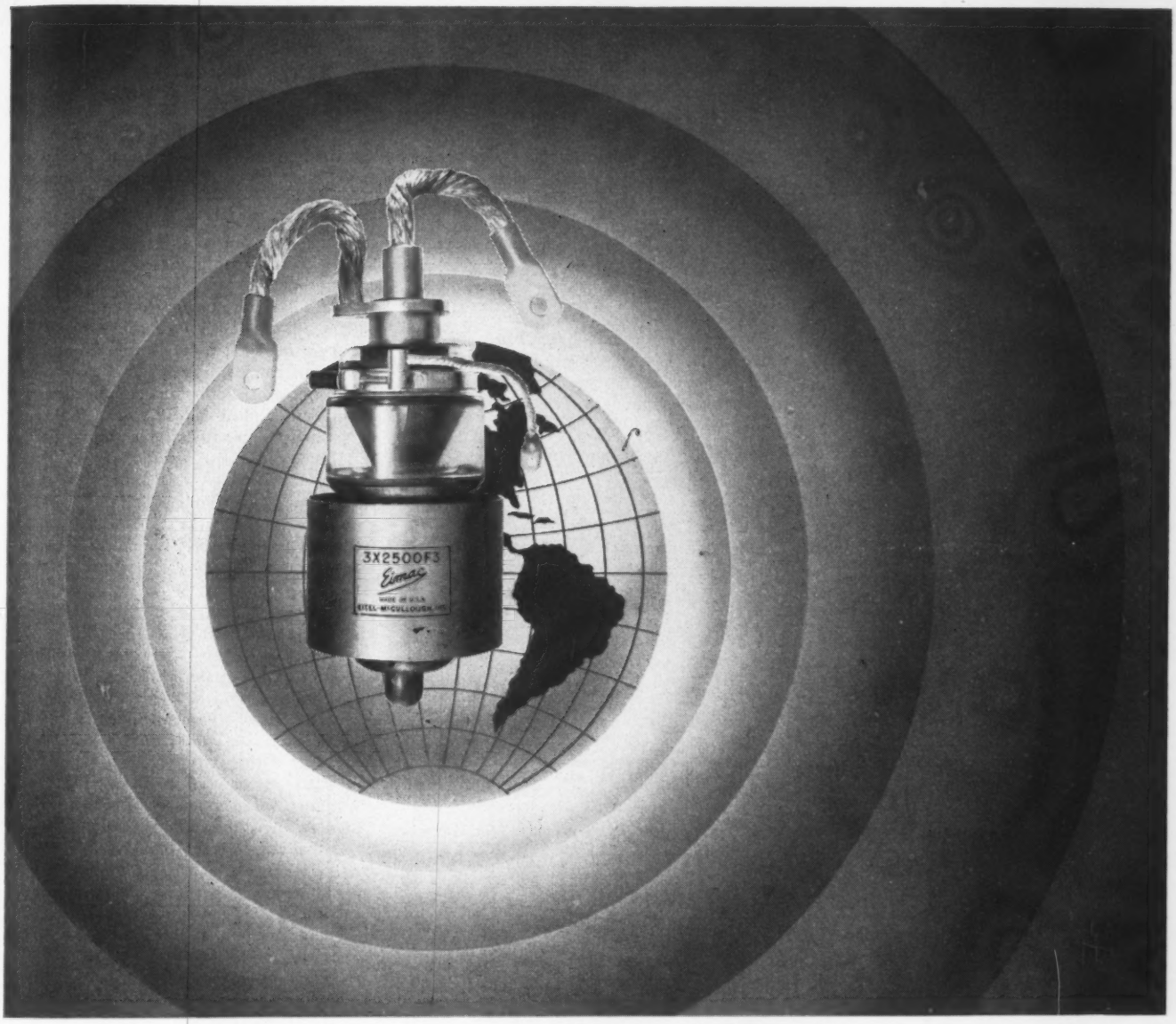
Other Values
Decibel (DB power level instruments)
Elapsed Time Meters

Designed and manufactured under the most severe National Standards, these Westinghouse panel instruments meet the exacting requirements of communications, control panel and electronic equipment in every field of application. This complete line has been carefully styled and matched to provide a choice of instruments for every job.

YOU CAN BE SURE...IF IT'S Westinghouse

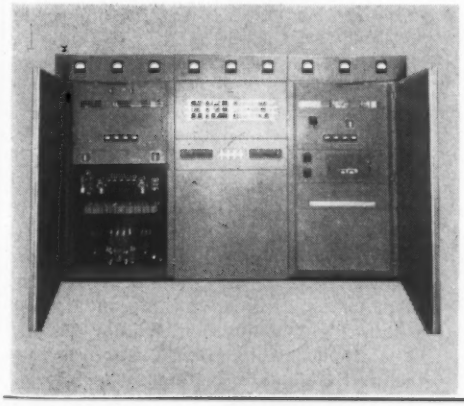
WESTINGHOUSE ELECTRIC CORPORATION • MERCHANDISE MART PLAZA • CHICAGO 54, ILLINOIS

8051



World Renowned Gates Transmitters Use EIMAC Tubes

As Gates Radio celebrates a 35th anniversary, its radio and television transmitters are established throughout the world with a reputation of sound engineering and dependable performance. Eitel-McCullough, Inc., is gratified with the role selective Gates engineers have assigned to Eimac tubes in most of their transmitters. Just as Gates transmitters have answered many military and commercial communication problems, Eimac tubes have contributed longevity and reliability for on-the-air economy.



Partial list of Gates Transmitters using Eimac Tubes

BC-5P
BC-5E & BC-10E
BC-20B & HF-20B 20 kw
HF-5B, HF-5BX, HF-5C, HF-5CX, HF-5TX, HF-10B, HF-10BX, HF-10C, HF-10CX, HF-10TX
M-5076 2kw DOVAP
M-5077 250/300 watt DOVAP
BF-3E FM
FMR-250B
M-5245
BT-100A
BT-1AH
BT-1AL

Eimac

EITEL-McCULLOUGH, INC.
SAN BRUNO · CALIFORNIA
The World's Largest Manufacturer of Transmitting Tubes

TVS PREDICT RUIN WITHOUT RELAYS

- **Boler asks FCC probe of AT&T**
- **NARTB wants rules relaxed**

IF telecasters using their own microwave systems to bring network programs to viewers have to surrender these relay links, they will also have to shut down their stations.

This was the virtually unanimous testimony of television station licensees operating in remote areas who appeared last week before the FCC at its above-890-mc hearings. The proceedings, organized to evaluate requirements for spectrum space in the microwaves, began last June.

Three broadcasting firms stated flatly they could not survive if forced to give up their privately owned intercity relay systems and return to common carrier services.

They were: WBOC-TV Salisbury, Md., WHIS-TV Bluefield, W. Va., and the California-Oregon firm that includes: KIEM-TV Eureka, Calif., KBES-TV Medford, KOTI-TV Klamath Falls, and KPIC-TV Roseburg, all Ore.

They were joined by KBMB-TV Bismarck, N. D., whose president, John W. Boler, repeated his earlier attack on the American Telephone & Telegraph Co. [B•T, July 8], and asked the FCC to investigate AT&T's business practices, which he described as "vicious, arrogant, and arbitrary."

All the broadcast witnesses called on the Commission to change its rules so stations may build their own systems whenever reliance on common carriers proves too costly. Current regulations usually require broadcasters to use the carriers when available. Station owners may build their own relays if common carrier facilities are unavailable.

NARTB generally agreed with the complaints, but took a somewhat milder position. It asked the FCC to relax present rules so exceptions can be granted on a case-to-case basis wherever undue economic duress is demonstrated. But NARTB does not want to discard all the rules on common carrier services to radio and tv stations.

John T. Quisenberry, general solicitor for AT&T, appeared and got the FCC's approval to file a statement of rebuttal to Mr. Boler. Mr. Quisenberry said this reply will be forthcoming as soon as possible.

Regarding the use of the spectrum itself, NARTB specfically asked the FCC to provide as follows:

- Frequencies for the transmission of aural program material from studios to transmitters should be provided for am, fm and tv broadcast stations. It is requested that a single exclusive band from 940-952 mc be allocated for this purpose.
- Frequencies used for auxiliary broadcast purposes should be exclusively for broadcast. The association is willing to forego sharing privileges in the bands 2450-2500 mc and 10500-10700 mc.
- The presently allocated bands 1990-2110 mc, 6875-7059 mc, and 12700-13200 mc should be maintained as exclusive broadcast allocations.
- The three channels from 7050-7125 mc which have been allocated to broadcast but "temporarily" reserved for the sole use of common carrier should be made available to broadcast on the same basis as other channels in these bands.
- Although no detailed study has been made, it is believed that, based upon the nature of presently authorized private intercity relay systems and their use of a maximum of two frequencies per system, no shortage of frequencies will occur within the presently allocated bands for the continued authorization of such systems.

KOOS-TV Granted Ch. 13; Buffalo Ch. 7 Case Reopened

FCC last week granted a construction permit to KOOS-TV Inc. for a new tv station on ch. 13 in Sioux Falls, S. D., and reopened the record in the Buffalo, N. Y., ch. 7 proceedings.

The proposed operation on ch. 13 is for 28.97 kw visual and 17.38 kw aural power, with antenna height 690 feet above average terrain. Morton H. Henkin, 50% owner of KSOO Sioux Falls, will be the owner.

The Commission ordered the ch. 7 record reopened and remanded it to the hearing examiner for consideration of conditions of a bank loan to applicant WKBW-TV Inc. Other applicants are Great Lakes Television Inc. and Greater Erie Broadcasting Co.

To find out how great a pleasure it is to do business with GATES

ask **Amperex**

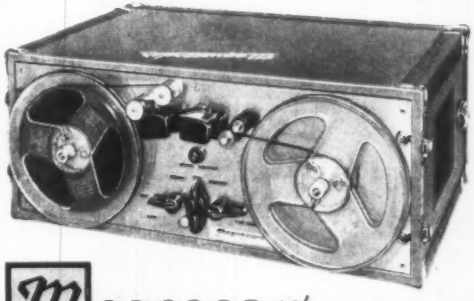
suppliers of electron tubes to Gates Radio and other leading manufacturers of electronic equipment

Amperex ELECTRONIC CORPORATION
230 Duffy Avenue, Hicksville, L.I., N.Y.

WE CONGRATULATE GATES RADIO ON THEIR 35th ANNIVERSARY

The most professional portable . . .

rugged . . . always dependable



Magnecord

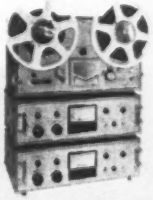
PT6-6

This is the set you insisted we bring back into the line because you couldn't do without it. It's the work horse in professional tape recorders, new and better than ever! Ideal for both studio and field work. A new and handsomely designed 19" front panel allows the PT6-6 AJ to be rack-mounted as well as carried in a portable case. The units are housed in separate case.

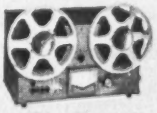
FEATURES:

- Two speed Hysterisis Synchronous Drive Motor
- 7½ and 15 IPS changed by switch
- NARTB Equalization
- Phone Jack Monitor
- 10 Watts Audio Power Output
- Internal Monitor Speaker with Volume Control

M-90—The FINEST without question!



P-60 Stereo—the request of the nation's leading professionals and now acclaimed from coast to coast as the standard for comparison.



P-63—Convert your present Magnecord equipment to industry's highest standards with this NEW compatible tape transport.

Magnecord

THE SOUND OF THE FUTURE

FREE! Write Dept. BT22 for beautiful 16 page illustrated Catalog, or contact your distributor.

MAGNECORD, DIVISION OF MIDWESTERN INSTRUMENTS, INC. • 1101 S. KILBOURN, CHICAGO, ILL.

Wrather-Alvarez Buy Of KERO-TV Approved

THE FCC last week approved the $2.15 million sale of KERO-TV Bakersfield, Calif., to Wrather-Alvarez Broadcasting Inc., San Diego, despite protests from Robert K. Straus, New York City [B•T, May 27].

At the same time the Commission denied Mr. Straus' request for a hearing on the transaction. He still has a pleading before the U. S. District Court, Southern California, for alleged breach of contract on the part of KERO-TV's corporate parent, Kern County Broadcasters Inc., with which he claimed a pre-existing sales contract. Both Kern County and Wrather-Alvarez denied such an agreement.

Wrather-Alvarez now owns KERO-TV Bakersfield; KFMB-AM-TV San Diego; KYAT (TV) Yuma, Ariz.; and one of its principal stockholders, Jack D. Wrather, holds a construction permit for ch. 44 WJDW (TV) Boston.

Among other sales approved by the Commission were:

H. & E. Balaban Corp. has bought WIL St. Louis and WWIL Fort Lauderdale, Fla. from L. A. Benson for $650,000. Other Balaban holdings include WRIT Milwaukee, WBMG (TV) Birmingham, 50% of WTVO (TV) Rockford and WICS (TV) Springfield, both Ill., and 25% of KFBI Kansas City.

KCRS Midland, Tex. was sold to Wendell Mayes (principally [96%]) by Clarence Jr. and Ruth Scharbauer for $220,000. Mr. Mayes has controlling interest in KBWD Brownwood and KNOW Austin, both Tex., 50% of KTOK Oklahoma City, Okla., 40% of WACO Waco, 30% of KSNY Snyder, and 20% of KXOL Fort Worth, all Tex.

KVEC and KSBY-TV San Luis Obispo, Calif., went to John C. Cohan (who already has 31.88% of KSBW-AM-TV Salinas, Calif., and is former 50% owner of KVEC) and Jerome Kantro. Mr. Cohan and Mr. Kantro paid Valley Enterprises Co. a total of $50,000 for KVEC-AM; but they paid the same firm $52,250 and $75,200, respectively, for KSBY-TV. The new ownership also assumed $372,021 in obligations, according to the FCC.

John Quincy, president of James Broadcasting Corp., has bought WLOW Portsmouth, Va., from the Winston-Salem Broadcasting Co. for $250,000. James Broadcasting controls WJTN-AM-FM Jamestown, and WDOE Dunkirk, both N. Y.

WTOD and WTRT (FM) Toledo, Ohio, were bought from Edward Lamb by Booth Radio & Television Stations Inc. for $122,500. Booth owns WJLB and WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, WIBM Jackson and has an application for a new tv in Parma, all Mich.

Control of KRKD-AM-FM Los Angeles went to Albert Zugsmith who increased his interest in the station from 33.33% to 70% by paying R. C. Simonton $107,500, the FCC said. Mr. Zugsmith also has interests in KITO San Bernardino, KVSM San Mateo, both California; KSHO-TV Las Vegas, KBMI Henderson, both Nevada, and KULA-AM-TV Honolulu.

Court Forbids Tel-A-Tune Pickup Of Muzak Music Off WBFM-FM

UNITED STATES District Court for the District of New Jersey last week issued a permanent consent injunction prohibiting Tel-A-Tune Music Systems Corp., Elizabeth, N. J., from "using, recording or re-recording" any of the Muzak Corp. music or programs as broadcast by WBFM-FM New York.

A judgment totaling $1,000 was entered against Harry and Samuel Wichansky, owners of Tel-A-Tune music. The defendants also were enjoined from publicly performing the copyrighted composition owned by Muzak.

Muzak service, a spokesman said, is transmitted in two basic ways—via telephone lines directly to each subscriber and by "commercially restricted" fm radio broadcasts. Muzak charged in its suit against Tel-A-Tune music filed last August that the latter company had engaged in "unfair competition" and had infringed Muzak copyrights. It specified that Tel-A-Tune supplied its clients with special radio receivers that enabled them to pick up Muzak's commercially restricted background music service.

Tel-A-Tune, the suit charged, was "unlawfully appropriating the financial benefits of Muzak's 20 years of research, experimentation, and expenditures . . . in the devolpment, promotion, advertising, merchandising,

Proof of Thirty-Five Years' Performance

We're more than happy to join in this tribute to Gates Radio Company on their thirty-fifth anniversary. We're proud, too. Proud of the vast number of Gates installations which, over the years, have consistently passed their FCC "proof of performance" tests for broadcasters on our own B & W test equipment. If you're broadcasting with Gates, chances are you'll have little difficulty recognizing these three models of Barker & Williamson broadcast test equipment.

AUDIO OSCILLATOR . . . MODEL 200

A low distortion audio generator for all frequency and distortion measurements, or for use wherever a stable, accurately calibrated audio source of frequencies between 30 and 30,000 cps is required.

DISTORTION METER . . . MODEL 400

Sensitive field or laboratory instrument for checking residual noise and harmonic content in low level audio stages. May also be used as an audio voltmeter and db meter from 30 to 45,000 cycles. Ideal for FCC "proof-of-performance" tests.

LINEAR DETECTOR . . . MODEL 404

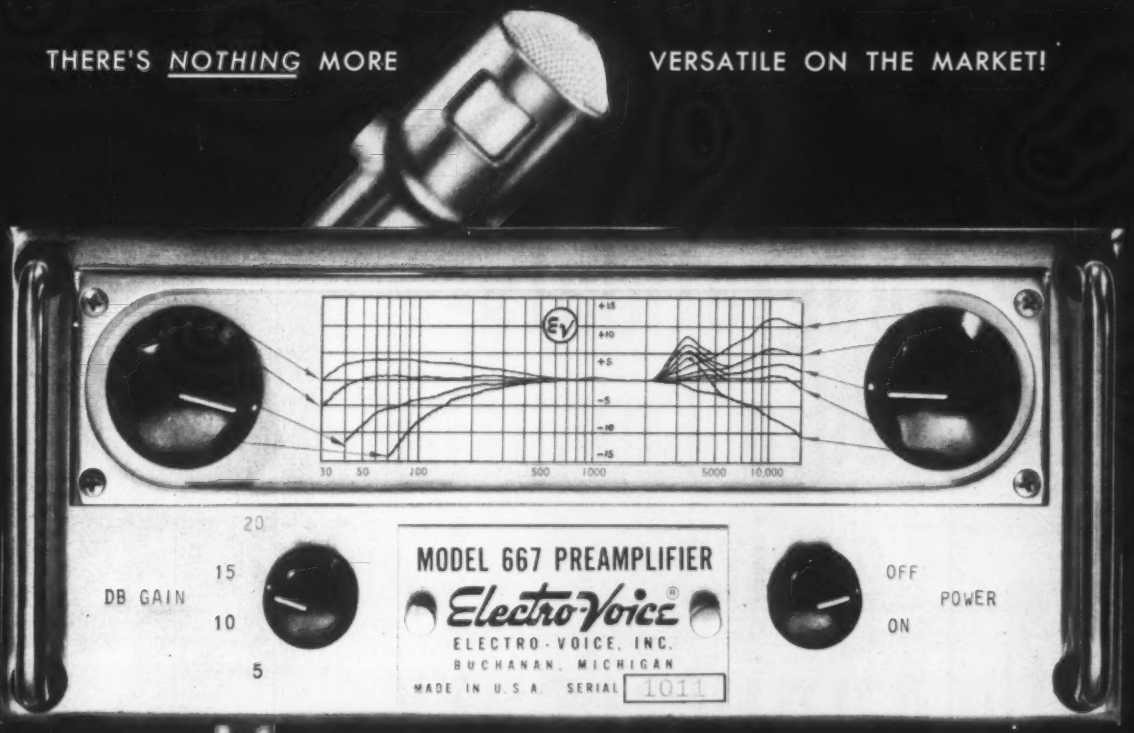
Provides combined RF detection and audio bridging circuits for use with any distortion meter to measure distortion or noise in AM carriers or in balanced or unbalanced audio circuits.

B&W BARKER & WILLIAMSON, INC.
Bristol, Pennsylvania

Electro-Voice Congratulates Gates Radio Co. on its 35th Year

Electro-Voice Model 667 Cardioid Microphone Gives You a Choice of 40 Response Curves! and Presence Control*

THERE'S *NOTHING* MORE VERSATILE ON THE MARKET!



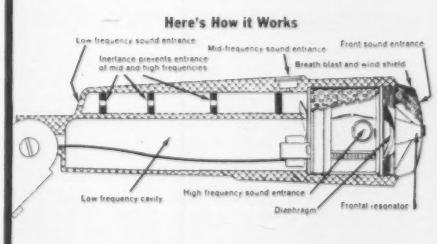
Scale: 5 Decibels per division
A — 300 cps B — 5,000 cps
C — 10,000 cps

Model 667 does everything well! This new E-V Variable "D" cardioid incorporates an in-line transistor preamplifier which can be located near the microphone or in control room. Individual Bass, Treble and Presence controls select any one of 40 frequency response characteristics for exacting operations.

***Unique new Presence Control** (see response curves on preamplifier) provides 6.5 db boost, at 3500 cps. Switch is located on back of preamplifier.

Increased front-to-back ratio means better discrimination against unwanted sounds. There is no boominess from close talking. Performers can work 2 to 3 times further from the 667 than from conventional microphones—there is no loss of presence. Simplifies boom operation, saves time, eliminates crowding performer. Microphone is small—7½ inches long, 1¾ inches in diameter at maximum—and weighs just 11 ounces. Helps correct for studio acoustic deficiencies, minimizes the problem of flats, performs exceptionally well on location and open-air remotes.

Model 667
Microphone
List $600.00



See your authorized E-V Distributor. Get all the facts on Electro-Voice professional microphones. Write for Bulletin 120-BT77.

Electro-Voice®

ELECTRO-VOICE, INC., BUCHANAN, MICH.
Export: 13 East 40th Street, New York 16, U. S. A.
Cables: ARLAB

distribution and sale of plaintiff's background music."

Muzak said it was the first time in history that a U. S. federal court has issued an injunction to "prohibit a supplier of special equipment from using the broadcasts of a background music program without consent, license or authorization."

State Dept. Meetings Indicate Dulles May Lift Travel Ban

LIFTING of the ban on travel of American newsmen in Red China appeared at hand Thursday when Secretary of State John Foster Dulles conferred with five news representatives. The State Dept. is starting a survey to find how many reporters would go to the Chinese mainland if the ban were lifted. Mr. Dulles' proposal to allow a limited number of newsmen to enter Red China, for a six-month test period, met opposition from the news group. They contended there should be no limitations whatever on travel of American correspondents.

Representing news media were Robert Hurleigh, MBS, president of Radio-Tv Correspondents Assn.; Ted Koop, CBS Washington, president of Radio-Television News Directors Assn.; J. Russell Wiggins, *Washington Post & Times Herald*, representing American Society of Newspaper Editors, and William Dwight, president of American Newspaper Publishers Assn.

We Congratulate Gates Radio Company on its 35th Anniversary in the Radio-Electronics Industry

We have been pleasantly associated with Gates Radio Company for years as a supplier of special high velocity blowers for cooling electronic components. This 35th year is a significant milestone in the history of Gates Radio Company. We congratulate them on this important achievement.

Charter Member of the Air Moving and Conditioning Association, Inc.

FAN AND BLOWER DIVISION

THE Peerless-Electric® COMPANY

W. MARKET ST. • WARREN, OHIO

FANS - BLOWERS - ELECTRIC MOTORS - ELECTRONIC EQUIPMENT

FTC Says Lanolin Plus Made False Tv Claims

THE Federal Trade Commission has filed a complaint against Lanolin Plus Inc., Chicago, charging the firm with false and misleading advertising on television. The complaint is the first in the cosmetics field to be developed by the Commission's radio-tv monitoring unit and the second to detail visual misrepresentation. (The first to spell out visual excesses was filed against Rolaids [B•T, May 20].)

The Lanolin Plus commercials questioned by the FTC were seen on NBC-TV's *Hold That Note*, sponsored for a period during the past season from 10:30-11 p.m. EST on Tuesday nights. The show has not been on for some months. The firm also co-sponsored CBS-TV's *Name That Tune* for a time according to an agency source. Lanolin Plus business was placed by Russel M. Seeds Co., Chicago, until the account was transferred this month to Kastor, Farrell, Chesley & Clifford Inc., New York.

The FTC charged that Lanolin Plus shampoo ads claimed that detergent shampoos will burn hair. A sequence singled out is of a model washing her hair and interrupted by an off-screen warning, "Stop! Don't burn your hair . . . with harsh detergent shampoos!" The announcer goes on to inform the startled-looking model (and the viewer) that detergent shampoos also strip hair of "vital, natural oils . . . leave it dry . . . brittle . . . dead looking . . . hard to manage," the FTC charged.

This is false advertising, says the FTC. Lanolin Plus is using "scare tactics, alarming and frightening beauty-conscious young girls. . . ." But, "in truth and in fact, detergent shampoos will not burn the hair of beauty-conscious young girls or the hair of any other individuals," according to the federal agency.

Lanolin Plus is given 30 days to answer the FTC complaint, and a hearing has been set for Sept. 11 in Washington.

Complaints developed by the radio-tv unit prior to the Rolaids action were filed in March against Mentholatum Co. (for commercials on CBS-TV and NBC-TV), Whitehall Pharmacal Co. (for Infra Rub and Heet ads on CBS-TV and MBS) and Omega Chemical Co. (Omega oil commercials on radio stations). The complaint against Rolaids was the first to set out alleged visual misrepresentation in detail. The prior three covered other media in addition to broadcasts.

Possible FTC action on tv advertising has been anticipated in the cosmetic field for some time.

KBAS-TV Approves Booster Plan

KBAS-TV Ephrata, Wash., in a reply comment, has endorsed the FCC's proposed rulemaking which would permit only uhf operators to employ use of booster stations to fill in shadow areas [AT DEADLINE, July 1]. The station claimed this method, coupled with translators, will bring tv service to every section of the country. KBAS-TV operates on ch. 43.

Bill Would Remove Excise Tax From All-Channel Tv Receivers

LEGISLATION to put uhf television sets on a competitive basis with vhf-only receivers was introduced last week by Rep. Frank Ikard (D-Tex.). The bill (HR-8675), similar to one he introduced in the last Congress, would exempt uhf sets at the factory from the 10% federal excise tax on tv receivers.

Rep. Ikard said the bill was referred to the excise tax subcommittee of the Ways & Means Committee. He hopes it will be reported to the House next January. Rep. Aime J. Forand (D-R. I.), is chairman of the subcommittee.

FTC Orders Renor, Rennel To Discontinue False Ads

THE Federal Trade Commission has ordered distributors of Renor Concentrate and Rennel Concentrate to stop claiming these products will reduce weight.

The order, confirming a Jan. 22 initial decision by an FTC hearing examiner, names Renor Co. in Milwaukee and Rennel Co. in Chicago. The products have been advertised on WOKY Milwaukee and in newspapers in Chicago and Milwaukee.

Named in the order were John T. and Craig Benson and Charles B. Ryan, Renor Co. officers. The Bensons were named as partners in the Rennel Co. The two firms had contested the FTC action on grounds their products were sold locally in Illinois and Wisconsin, excluding them from federal jurisdiction. But Comr. Edward T. Tait stated the FTC Act does not require a showing of sales in interstate commerce, only evidence of false advertising to induce sales.

'WATCHFUL' EAR

MONITORING by the FCC has provided valuable assistance in rescue operations during the past year.

The Santa Ana, Calif., and Portland, Ore., monitoring stations zeroed in on the location of a yacht lost in fog off Santa Barbara and enabled the Coast Guard to reach the craft and escort it to port.

A weather observation plane, flying from Christmas Island to Hawaii, had a navigational equipment failure and was forced to proceed by dead reckoning. A bearing taken by the Lanikai, Hawaii, monitor and relayed to the plane's navigator, helped the plane reach Honolulu without mishap.

This monitoring service also tells the Commission of any illegal activities. In the past 12 months the service discovered 100 unlicensed radio stations operating, an unlicensed tv station operated by a Montana city, an illegal booster run by an am station and nighttime broadcasting by a daytime-only station.

California Broadcasters Ask End to House Radio-Tv Ban

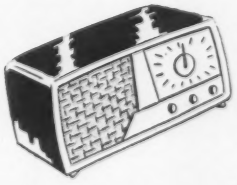
THE House Rules Committee in Washington has been asked to end what the California State Radio & Tv Broadcasters Assn. terms congressional discrimination among communications media. John H. Schacht, KBET-TV Sacramento, association president, wrote Rules Committee Chairman Howard W. Smith (D-Va.) that broadcasters are greatly concerned over Speaker Sam Rayburn's ban on broadcasting of House hearings.

Mr. Schacht said the association had adopted a resolution calling on the committee to wipe out the ban, giving radio-tv equal opportunity with all competing communications media so hearings can be broadcast as a community public service.

Former Appeals Chief Dies

JUDGE Duncan Lawrence Groner, 83, former Chief Justice of the U. S. Court of Appeals, D. C., died Wednesday at his Washington home. Appointed to the court in 1931, he wrote around 700 legal opinions from the bench, including many that helped shape the pattern of broadcasting. The court hears appeals from FCC decisions. Judge Groner became chief justice in 1938, retiring in 1948. Services were held Friday at Christ Episcopal Church, Norfolk, Va.

Tops in Towers



HEARTIEST CONGRATULATIONS TO GATES RADIO CO. ON THEIR 35th BIRTHDAY

As a Major Supplier to the Broadcast Industry
We Are Proud to Be of Service to Gates Radio Co.

UTILITY TOWER CO.
OKLAHOMA CITY
OKLAHOMA

WI 3-5578-3-4303

Our Congratulations to
GATES RADIO COMPANY
distributors of

Califone PLAYBACKS
Ideal for
RADIO STATIONS
ADVERTISING AGENCIES
PROFESSIONAL MUSICIANS
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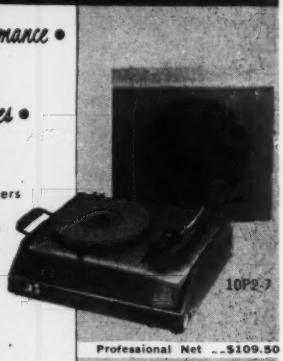
Studio Performance •
Portability •
Popular Prices •

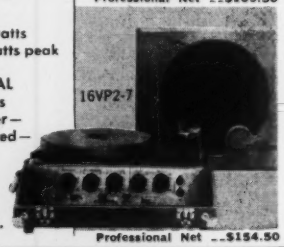
These add up to make Califone transcription players the most widely used playbacks in the field.

The LAUREATE Model 10P2-7 has G.E. Variable Reluctance Cartridge and pre-amplifier; 5 watts undistorted—7 watts peak



Professional Net ..$109.50

The CONTINENTIAL Model 16VP2-7 has push-pull amplifier—10 watts undistorted—16 watts peak; center drive continuously variable speed from 16 to 84 RPM.



Professional Net ..$154.50

GOVERNMENT CONTINUED

Bauer, FCC's Patent Advisor, To Enter Private Law Practice

WILLIAM A. BAUER, the FCC's patent advisor, will retire Aug. 31 after almost 22 years of continuous service at the Commission to engage in private law practice before the FCC, the U. S. Patent Office, and the U. S. Court of Claims. He will specialize in radio and television patents.

He came to the FCC from the Justice Department in 1935 as head attorney. Subsequently, he handled the Commission's patent investigation of the telephone industry. He then was made a regular examiner on broadcasting cases. Since 1948, Mr. Bauer has been the FCC's full time patent advisor.

Paisley, FTC Sign Consent On Ads for Tv Attachment

DAVID PAISLEY, St. Louis, has signed a consent order with the Federal Trade Commission which prohibits advertised misrepresentation of plastic screen attachments for tv sets sold by J. David Paisley Co.

A Commission complaint [B•T, April 22] had challenged claims the plastic sheet would produce the same effect as color tv, would prevent eyestrain, eliminate "snow," blurring or haziness of a tv screen. The agreement does not constitute admission by Mr. Paisley that he has violated the law.

Earlier this month the FTC filed a similar complaint against Sunset House Distributing Corp., Hollywood, charging false claims made for a "color filter" attachment for black-and-white tv sets. The product is described as a sheet of transparent plastic sprayed with orange paint blending into green at one border and blue at the opposite. Advertising, according to the FTC, promises the same visual effects as color television. Officers of Sunset House were given 30 days to answer the complaint, and hearing was set for Aug. 27 in Los Angeles.

Illinois Tax Unit Sues Sanabria Firms for Taxes

A SUIT seeking $70,596 in back sales taxes was filed by the Illinois Revenue Department against U. A. Sanabria and De Forest-Sanabria Corp., plus two other firms, in Chicago Circuit Court Wednesday, in a move calling for liquidation of their assets.

The suit names Mr. Sanabria and two other firms he allegedly controls—Great Name Brands Inc. and Sanabria Television Corp.—as defendants and requests collection of $64,178 in back taxes and $6,418 in penalties. It also charges De Forest-Sanabria Corp. with failure to make annual corporate reports to the state and alleges that Great Name Brands did not file a certificate of registration with the state revenue department last Jan. 18.

The assets of De Forest-Sanabria were seized last May by U. S. internal revenue service agents on grounds the firm owed $115,000 in federal excise and withholding taxes. Mr. Sanabria last year had filed a bankruptcy petition on behalf of American Television Inc. and American Television Mfg. Corp. He transferred their assets to De Forest-Sanabria and Great Name Brands according to the petition.

The three firms named in the present suit all are associated, according to the attorney general's office, and owe taxes for the period from August 1955-April 1956. The suit asks that a receiver be appointed to preserve assets pending completion of litigation. Circuit Court Judge John T. Dempsey rejected a request for immediate injunction without notice to the defendants.

Air Radio Permits for Aliens

THE Civil Aeronautics Authority permits aliens to pilot planes in the U. S.; the FCC for almost 25 years hasn't let them operate radios.

Rep. Peter F. Mack Jr. (D-Ill.) has proposed to reconcile the two agencies on the matter and allow those foreigners already CAA-approved to be issued permits to use in-flight radio.

He has introduced HR 8543, which would amend the Communications Act to permit the FCC to issue radio licenses to aliens holding CAA flying licenses. It is before the House Committee on Interstate and Foreign Commerce.

KTXL-TV to Become KCTV (TV)

A CHANGE in call letters, effective Aug. 4, was announced last week for KTXL-TV San Angelo, Tex., by the general manager of the station, J. H. Hubbard. The new call letters: KCTV (TV). KTXL radio will maintain the same identification.

To Our friends at
GATES

We're proud to have been a part of your progress!

CHICAGO STANDARD TRANSFORMER CORP.
3501 ADDISON STREET • CHICAGO 18, ILLINOIS

BOOTLEG TV

CAR radio is here to stay, but what of "car tv?"

It's illegal, says Sgt. Raymond McCoy, a state trooper attached to the Brewster, N. Y., Barracks, who several weeks ago issued a summons to Michael Arnell of Lake Mahopac, for having a tv set in his car, according to *The Patent Trader*, a Westchester County, N. Y., weekly. The state trooper contends Mr. Arnell has violated a state law that reads in part: ". . . It is unlawful to operate on any public highway in this state a motor vehicle equipped with a tv receiving set."

Mr. Arnell claims he was only ferrying the set from here to there when he was apprehended; the police say Mr. Arnell's car was rigged to allow the use of tv in transit.

The case of the State *v.* Arnell went before Brewster Town Justice Behrend M. Goossen for a preliminary hearing last fortnight. Mr. Arnell, who entered a formal "not guilty" plea, indicates he's going to fight hard for his "rights."

FCC Asks Allocations Comment

FCC Friday asked for comments by Aug. 15 on three conflicting proposals which would:

(1) Assign ch. 12 to Mankato, Minn., by substituting ch. 37 for 12 at Brainerd, Minn. (filed by KNUJ New Ulm, Minn.); (2) assign ch. 12 to Fairmont, Minn. (filed by Minnowa Broadcasting Co.), and (3) assign ch. 12 to Estherville, Iowa (filed by Lee Radio Inc.)

The Commission also extended from July 24 to Aug. 14 the time in which ch. 7 WTVW (TV) Evansville, Ind., may reply to an FCC order directing the station to show cause why its authorization should not be modified to specify operation on ch. 31. Comr. Robert E. Lee did not participate in the actions.

WKAT Appeals Ch. 10 Grant

WKAT Miami Beach, Fla., has asked the U. S. Court of Appeals in Washington to stay the FCC's grant last May permitting ch. 10 WPST (TV) Miami, Fla., to move its studio location and make other changes. WKAT is one of three unsuccessful applicants for Miami's ch. 10 and has been fighting last February's final decision for the National Airlines subsidiary. WKAT, favored in an initial decision by the hearing examiner, already has on file an appeal against the grant.

Congratulations
GATES RADIO COMPANY
on your 35th Birthday
we are proud to be a supplier
EGYPTIAN LACQUER MANUFACTURING CO.
LAFAYETTE, INDIANA

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NEMS • CLARKE, INC.

to congratulate

Gates Radio Co.

on the occasion of their

35th Anniversary

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

Congratulations Gates Radio!

We're proud to have Electro transformers in Gates radio broadcast equipment . . . our heartiest best wishes for your continued success with

NEW ELECTROSEAL TRANSFORMERS

Unique sealed construction exclusive with Electroseal transformers allows new applications for an open-type unit. Whether you want 1 or 100 KVA, Electroseal gives drastic size reduction along with a neat and clean appearance. Actual weight per KVA as much as two-thirds less, dimensions as much as one-half competitive transformers. New sealing compound protects coils against dirt and moisture, and permits high temperature operation (Class B or C). Electro builds in the reliability you need . . . plus high overload capacity. Electroseal transformers are built to your specifications. Write for literature.

ELECTRO ENGINEERING WORKS, INC.
401 Preda Street, San Leandro, California / In the Metropolitan Oakland area

WBC STATIONS AIM AT FM REVIVAL

THE cause of fm stands to get a hearty boost today (Monday) as Westinghouse Broadcasting Co. makes its long-awaited announcement that it will start programming its four fm stations as individual operations [B•T, April 8].

WBC President Donald H. McGannon, voicing confidence that fm "is on its way to becoming a major broadcast medium" after years of rough going, said that on Aug. 5 WBC would launch a new policy of programming its fm outlets with music of the great operas, symphonies and ballets. In each case, the fm program and sales personnel will operate independently of the WBC am and tv staffs.

Mr. McGannon said KDKA-FM Pittsburgh and KEX-FM Portland, Ore., will commence classical music programming on Aug. 5 and that WBZ-FM Boston and KYW-FM Cleveland, which are changing their transmitter locations and improving technical facilities, will follow suit in the near future.

At the outset the stations will operate from 4 p.m. to midnight, seven days a week. Schedules for the first 13 weeks already have been set. Each station has been furnished a basic library of more than 5,000 new high-fidelity records which WBC officials described as representing the finest in contemporary classical recorded music. They said these would be augmented each month as new classical releases appear.

"This is the first time that a major broadcasting group has converted its fm stations to separate programming and is indicative of our positive conviction that fm is on its way to becoming a major broadcast medium," Mr. McGannon said. "We are adding a third different and distinctive WBC broadcast service by programming our fm stations apart from our television and am radio operations. . . . In our programming we will serve the ever-growing number of fine music, high-fidelity enthusiasts whose particular listening preferences are not specifically served by the general run of our am radio and television programming."

He noted that WBC has been in fm for 16 years. Recently, he said, the company has carried on extensive research, under J. B. Conley, special assistant to the president, which led to the conclusion that fm finally is ready to establish itself as a major factor.

"We don't expect this to happen overnight," he added, "but we are sure it will come eventually."

In preparation for the new move, officials said, all four stations have undergone complete technical overhaul in recent months and new equipment has been added werever necessary in order to take advantage of latest developments in fm transmission.

The new WBC policy, under development for many months, is one of several recent signs of increasing fm vitality. A B•T special study earlier this year showed that fm was doing better than in the past few years; that it was still technically attractive, and that, although its strength was not adequately appreciated by advertisers or the public generally, it was surprisingly strong in some areas and its supporters insisted the medium faced a brightening future [B•T, April 8].

Congratulations

This happy occasion of Gates Radio Company's 35th Anniversary gives us a welcome opportunity to pay public tribute to this admirable company, which stands high on our honor roll of customers.

With such excellent management and products, how can it fail to continue to grow and prosper?

C. P. Clare & Company

RELAYS

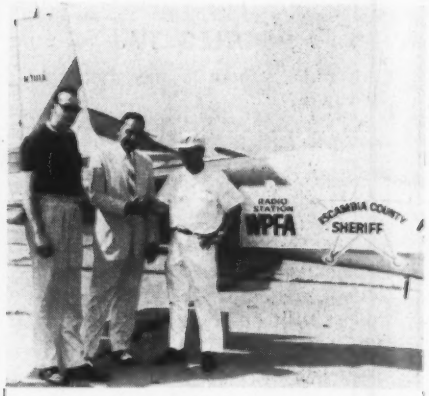
3101 Pratt Blvd.
Chicago 45, Ill.

NBC Spot Sales 'Dollar Contest'

AS AN incentive to NBC Spot Sales tv personnel to improve their performance over the record month of 1956, the unit is holding a "July Silver Dollar Contest" with thousands of silver dollars to be distributed to salesmen. According to Edwin Jameson, director of tv sales for NBC Spot Sales, more than $3,500 may be awarded this month, depending on the extent to which last year's July record is surpassed. Each week, the division manager of the sales organization is distributing to salesmen their share of money allocated to the division.

Dexheimer Sells KFXM Interest

PHIL DEXHEIMER, president and general manager of KFXM San Bernardino, Calif., has sold his interest in that station and returned to Los Angeles, where he has joined the sales staff of KTLA (TV). Before KFXM, Mr. Dexheimer had for five years been a salesman for KBIG Avalon (Catalina), Calif.



WPFA Pensacola, Fla., now has 10 regular weekly broadcasts from its airplane, which flies local traffic officials over congested road areas and tapes information to help alleviate traffic tie-ups, according to Robert M. Benson, station manager. The tapes are parachuted to WPFA from the air for broadcast within five minutes after the recording, the station claims. Here Mr. Benson (l) stands by as Sheriff Emmett Shelby (c) receives the keys to the WPFA plane from airport operator O. G. Bell. All flights are piloted by Gordon L. Barnhart, WPFA special events director.

Broadcaster Cox Dies; Presidential Candidate

FINAL TRIBUTE to James M. Cox, 87, publisher, political figure and broadcaster, was paid Wednesday at Dayton, Ohio, as persons prominent in national life took part in funeral rites. A public memorial service was held in Christ Episcopal Church, Dayton, with private services preceding the memorial.

GOV. COX

Gov. Cox—he had been a three-term governor of Ohio—was still active up to a few days before his death. He maintained an active interest in his business properties and just a month ago delivered an address at the dedication of a new newspaper plant in Dayton.

His son, James M. Cox Jr., directing head of the Cox enterprises, said they will go along as usual, with no organizational changes planned.

A successful publisher, Mr. Cox decided in 1934 that broadcasting was a logical extension of the newspaper business. His first

Congratulations to
GATES RADIO COMPANY
on its 35th Anniversary
JAMES KNIGHTS COMPANY
SANDWICH, ILLINOIS

radio move came with purchase of an Erie, Pa., station which he transferred to Dayton and designated WHIO. J. Leonard Reinsch, now executive director of the Cox stations, was named general manager of the Dayton property. When Gov. Cox bought control of the *Atlanta Journal* in late 1939, the purchase included WSB plus an interest in WAGA Atlanta, which later was sold.

Other Cox broadcast properties include 42.5% interest in WCKR-WCKT (TV) Miami. Cox operates WSB-AM-FM-TV Atlanta, and WHIO-AM-FM-TV, Dayton.

With a keen mind and unbounded energy, he became a schoolteacher in his youth, although he had quit school at 16. His avid reading habits qualified him for a teacher's license. From teaching he moved into journalism as a reporter on the *Middletown* (Ohio) *Signal* and then the *Cincinnati Enquirer* where he wrote politics. After several years in Washington as secretary to a congressman he moved to Dayton where he bought the *Evening News*. Thus at 28, he was publisher of a small city newspaper. He served as a congressman from 1909 to 1913 and was elected governor of Ohio in 1913. Three terms as governor, with a record of liberal reforms, put him in a key spot at the 1920 Democratic convention and he was nominated as Presidential candidate on the 44th ballot. Running with Franklin D. Roosevelt, he was defeated by Warren G. Harding.

After the campaign he left public life except for an international assignment for President Roosevelt in 1933.

The Cox newspaper properties include the *Dayton Daily News* and *Journal Herald; Springfield* (Ohio) *Sun* and *News, Miami* (Fla.) *Daily News*, and *Atlanta Journal* and *Constitution*.

Gov. Cox spent many of his later years in Florida and was keenly interested in golf. His memoirs, *Journey Through My Years*, written in 1946, include a chapter on leading golfers he had known. He was interested also in farming.

He married Mayme L. Harding of Cincinnati in 1898. The marriage terminated in 1911. Two sons, James Jr. and John, survive. In 1917 he married Margaretta Parler Blair of Chicago who survives. Two daughters, Mrs. Barbara Glover of Honolulu and Mrs. Anee Chambers of Atlanta and five grandchildren also survive.

WBLK-AM-TV Now WBOY-AM-TV

THE call letters of WBLK-AM-TV Clarksburg, W. Va., were changed to WBOY-AM-TV last week, according to an announcement by the Friendly Group Stations, of which WBOY-AM-TV is a part.

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

EXECUTIVES of Storz Stations, concluding a four-day meeting in Cincinnati last weekend, heard President Todd Storz project a banner year for the group's four radio stations. At the conference table (l to r) are Dale Moudy, engineering vice president of the group; Jack Thayer, general manager, WDGY Minneapolis-St. Paul; Eddie Clarke, program director, WHB Kansas City; G. W. Armstrong, vice president-general manager, WHB; Mr. Storz; John Barrett, program director, WTIX New Orleans; Kent Burkhart, program director, WQAM Miami; Jack Sandler, general manager of WQAM; Fred Berthelson, vice president-general manager, WTIX, and Bill Stewart, national director of programming.

Business on the four stations, Mr. Storz said, is at an all time high, 23% for the first six months of this year over the same period last year. June business is up 27.5% over June last year, and overall 1957 figures are likely to set a record, he predicted. Mr. Storz spoke out against over-commercialization and inter-industry pirating of ideas. He announced a new copyright system whereby all Storz station material, except news and agency commercials, will be copyrighted daily.

RATE CARD

HAWAIIAN MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$5.00	$4.00	$3.00

* *one of the 9 sections available from*

The SESAC Transcribed Library

THE HAWAIIAN SECTION CONTAINS:

- 88 modern and traditional hulas, ceremonial themes and dances.
- Colorful program notes for each selection.
- Authoritative, audience holding scripts.
- Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Larimer Will Succeed Matson As Head of Petry L. A. Office

BILL LARIMER will become manager of the Edward Petry Los Angeles office, succeeding Chet Matson, who is retiring from the company, it was announced last week by Mr. Petry, president of the station representative firm.

Mr. Larimer also will head tv sales, while Garry Hollihan, who has been assisting in radio, will be in charge of radio sales. Mr. Matson has not announced his future plans. He joined Petry in April 1938.

Other changes in the Los Angeles and San Francisco offices include the following: Lloyd McGovern, manager for radio in San Francisco, will succeed Ned Smith as office manager. Mr. Smith is leaving to join a television station and is expected to announce the affiliation shortly. George Ledell, formerly in tv sales in the Los Angeles office, will move to the San Francisco office and be in charge of tv sales.

WGR Corp. Owners Get 18-for-1 In Stock Acquisition by TTC

WHEN Transcontinent Television Corp. takes over WGR-AM-TV Buffalo—application for FCC approval now is pending before the FCC—the owners of WGR Corp. (which include some Transcontinent stockholders) will receive 18 shares of TTC stock for each one of WGR Corp. stock.

This will revise the stockholdings of Transcontinent stockholders, with General Railway Signal Corp. (now a major stockholder) being reduced to a 5.4% owner. General Railway Signal Corp. now owns 50% of TTC's Class A stock, plus $1.9 million in debentures. Its new interest in TTC still will amount to more than $1 million in stock and debentures.

The Schoellkopf group (Paul A. Jr. and J. Fred Schoellkopf, David Channing Moore, David Forman and Seymour Knox III) will own 34.2% of the new TTC; George F. Goodyear, 9%, and Mrs. Alonzo C. Deuel, 6%. Mr. Goodyear and Mrs. Deuel are present WGR owners.

Transcontinent then will own WGR-AM-TV Buffalo, WROC-TV Rochester, both N. Y., and 50% of WSVA-AM-TV Harrisonburg, Pa.

NO EQUIPMENT or personnel appeared in the Texarkana, Ark., courtroom where a murder trial was held July 10-12 with a film camera of KCMC-TV Texarkana picking up proceedings [B•T, July 15]. The camera was mounted behind a one-way circular glass panel in the door (arrow), just off the jury box. Sound was picked up from a mike hidden under the molding on the jury box. Portions of the trial were carried on KCMC-TV and on CBS-TV's *World News Roundup* July 14.

Kluge Buys WXRA, WXRC (FM) For $175,000 in New Deal

WITHIN a matter of weeks after buying KOME Tulsa, Okla. [B•T, July 8], John W. Kluge bought daytimer WXRA and WXRC (FM) Buffalo, N.Y., from Thaddeus Podbielniak, sole owner. The price was reported last week as $175,000.

Earlier this month announcement was made of Mr. Kluge's purchase of KOME Tulsa, Okla., for $165,000. Both station sales are subject to FCC approval.

WXRA, founded in 1948, operates on 1080 kc with 1 kw, daytime. The fm station began operating in 1949 on 103.3 mc, with 4.6 kw. The stations are located in the Kenmore area of Buffalo.

Mr. Kluge's other ownership includes: Controlling interest in WILY Pittsburgh, WKDA Nashville, KNOK Fort Worth-Dallas, WGAY Silver Spring, (Md.) and KXLW St. Louis. He is also the largest stockholder in WLOF-TV Orlando, Fla. Mark Evans, Washington radio-tv personality, is associated with Mr. Kluge in the KOME purchase and has minority interest in KXLW and KNOK.

BIG MIKE X-99, KNUZ Houston's helicopter, flew to the rescue when a listener's employe got stranded atop a 200-foot water tower. The machine was dispatched after KNUZ's news director got a call from a listener telling how his employe had been marooned when a rusty ladder buckled beneath him. Fire department ladders could go only half as high as the tower. KNUZ's whirlybird picked up the stranded worker minutes after the boss' distress call, and station newsmen, used to reporting the news, found themselves in the role of newsmakers.

Sam flipped his aqualung—he forgot to spear some spots on WWLP-WRLP, Springfield-Holyoke, Mass.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.

DATELINES

Newsworthy News Coverage

By Radio and Television

PORT HURON—WTTH Port Huron reports it covered the 3-day sailboat race between its home town and Mackinac last week in a fog so thick that the only way for spectators on shore to get any information was to tune to WTTH. The station had one remote unit on the Lake Huron shore near the starting point, another aboard an escorting Coast Guard cutter and a third in a helicopter. News director Ron Mires, aboard the cutter, accompanied the yachts to Mackinac Island, 235 miles away. His reports had to be transmitted in code, then decoded at the radio station.

CLEVELAND—In a race with time last fortnight, WEWS (TV) got what it calls "the big news story in Cleveland": the Florida marriage of Indians star Herb Score and Nancy McNamara. The station dispatched its newsreel manager, George Grant, to cover the Wednesday wedding and return to Cleveland that night so films could be shown on the 11 p.m. news program. He made it.

HOLLYWOOD—Twenty minutes after the crash of a Navy jet in an avocado grove in Glendale last fortnight, Bob Ferris had an eyewitness account on his 6:15 KABC *News Beat* show. Annabel Basso, a KABC secretary who lives across the street from the crash site, "beeper phoned" the report.

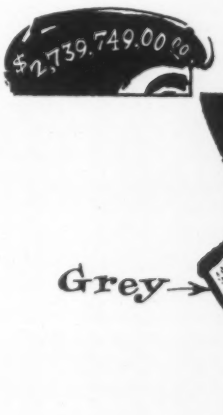
BALTIMORE — WFBR sportscaster Nick Campofreda, out covering an American beer promotional stunt, was on hand to report the crash of a seaplane in Chesapeake Bay last fortnight, two minutes after the pilot was rescued by a Navy craft. A full interview and report was carried on the station's 6 p.m. newscast.

KOLN-TV Sets Up Warning System

KOLN-TV Lincoln, Neb., has set up a comprehensive severe weather warning system, according to an announcement from the station. The system includes the tracking of funnel clouds and forewarnings to residents in the path of the storm.

WANTED: AUTHORITY

DIRECTORS of the Florida Assn. of Broadcasters, meeting last week in Tallahassee with civil defense and weather bureau officials, urged Gov. LeRoy Collins to "fix responsibility in each county for storm or disaster preparation, someone to whom the broadcast stations can always turn for final authority in telling the people when and how to prepare for storms, what to do while a hurricane may be in progress, what to do after the storm has passed."



Off the top of your head?

The surest way for you to prove that every brain cell is putting in overtime is to buy WBNS Radio. It figures to give your pitch where there's $2,739,749,000.00 of spendable income; where Pulse gives the top rating for any Monday-thru-Friday quarter-hour, day and/or night. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

CKLW'S Disc Jockeys are The 3 Busiest "Traveling Salesmen" in the Detroit Area!

TOBY DAVID
6:45-9:45 a.m.
Mon. thru Fri.
Music, time, weather, comedy! Everything to attract listeners and keep them listening at the wake-up hours.

BUD DAVIES
11:05-12 Noon
1:30-2:45
Mon. thru Fri.
Music in a pleasing manner for early afternoon listeners. Variety and guest interviews with celebrities.

EDDIE CHASE
3:35-7
Mon. thru Fri.
Late afternoon and dinner hour music for everyone. Good listening for "rolling home" motorists.

CKLW
800kc. MUTUAL
50,000 Watts - GUARDIAN BLDG., DETROIT
ADAM YOUNG, Inc. National Rep
J. E. CAMPEAU President
Also CKLW-TV 325,000 Watts

MR. RAMSLAND MR. DETTMAN MR. GRANDY MR. HUDSON

A SERIES of executive promotions at KDAL-AM-TV Duluth, Minn., has been announced through Mrs. Dalton LeMasurier, widow of the president of Red River Broadcasting Co., operator of the stations. Involved are (l to r) Odin S. Ramsland, vice president and stockholder, who has been named general manager of the outlets; Robert A. Dettman, vice president and stockholder, appointed executive vice president and continuing as chief engineer; John Grandy, local and national television sales manager, who becomes assistant to Mr. Ramsland, in addition to his sales post, and Rex H. Hudson, local sales manager of KDAL, who also takes responsibility for national sales. Mr. LeMasurier died after a plane crash last spring [B•T, May 27]. His wife survived the crash and later was rescued.

CBS Radio Spot Sales Opens New Office in St. Louis

FORMAL opening of CBS Radio Spot Sales' new St. Louis office was held last week. The new office, under the managership of Eugene R. Myers, formerly account executive at the CBS Radio Spot Sales office in Chicago, is located at Ninth and Sidney Sts.

Gordon F. Hayes, general manager of the spot radio organization, said the office provides an opportunity for a "greater, more up-to-the-minute service for business associates in one of the nation's richest areas." He pointed to the office opening as coming at a time when "long-range advertisers today give every indication that the upward spiral of radio spot business demands constant expansion." Mr. Myers will call on agencies and clients in Missouri, Oklahoma, Kansas and Texas.

PGW Appoints Shaffer

APPOINTMENT of Frederick Paxson Shaffer, former vice president and partner of L. W. Ramsey Adv. Agency, Davenport, Iowa, to supervise radio new business development in the midwest area, is being announced today (Monday) by Peters, Griffin, Woodward, station representative.

Mr. Shaffer, who will headquarters in PGW's Chicago office, was account supervisor at Ramsey on Pfister Associated Growers Inc. (hybrid seed corn producer), Aurora, Ill.; Baker Bros. Machine Tool Co., Toledo; Arcady Farms Milling Co., Chicago, and American Agricultural Chemical Co., New York. He joined Ramsey in 1938, serving successively as copywriter, account executive and finally as a vice president, partner and member of the board.

Young Firms' National Spot Up

RADIO is better than ever, reports Adam Young, president of Adam Young Inc. and Young Representatives Inc., both New York station representation firms.

In a report issued last week for his client stations, Mr. Young said national spot billing for the first six months of 1957 was 61% higher than during a corresponding period in 1956. The figure covers billing for a total list of 30 radio stations—18 handled by Adam Young Inc. and 12 by Young Representatives Inc.

KRUX Opens Copy Control Center; Bartell Outlets Plan Group Unit

CLIENTS of KRUX Phoenix now can take advantage of a copy control center, which enables them to put new or emergency copy on the air within minutes, according to John F. Box Jr., general manager.

Advertisers get a card bearing the unlisted telephone number of the 24-hour copy control center in KRUX's Sahara Hotel headquarters, where the new or revised copy is transcribed, rewritten and ready for the client's approval in a few minutes. It then is sent by teletype to the station's studios and transmitter 14 miles away.

Mr. Box, who also is executive vice president of Bartell Group stations (which, besides KRUX, include: WBMS Boston, WOKY Milwaukee, WAKE Atlanta, WILD Birmingham and KCBQ San Diego), earlier suggested a central control for the Bartell Group in New York. Gerald A. Bartell, president, announced that plans for such a center now are being developed, and when in operation will enable an advertiser to get his message on all the Bartell stations within 15 minutes after the copy is called into the group control center [B•T, July 8].

KUTV (TV) Completes Expansion

KUTV (TV) Salt Lake City will complete its expansion of more than 7,000 additional square feet of studio operating space by the end of this month, according to Brent Kirk,

A FIVE-YEAR contract for rights to all Chicago Cubs broadcasts starting in 1959 was negotiated for WGN that city by (l to r) William A. McGuineas, station's sales manager; John Holland, Cubs vice president, and Bruce Dennis, WGN program manager. Arrangements will mark return of baseball to WGN after 16 years. WGN-TV has televised all Cubs and White Sox daytime home games since 1948.

United Press 1 news produces!

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

EXECUTIVES of ABC's o&o tv stations met in a 2-day conference in Hollywood last Tuesday and Wednesday. Attending (l to r): seated, Robert H. Hinckley, ABC Washington vice president; Earl J. Hudson, Western Div. vice president; Leonard H. Goldenson, president of parent AB-PT; standing, John H. Mitchell, vice president in charge of KGO-TV San Francisco; Sterling (Red) Quinlan, vice president in charge of WBKB-TV Chicago; Matthew Vieracker, general manager, WBKB; Selig Seligman, general manager, KABC-TV Hollywood; James Riddell, president-general manager, WXYZ-TV Detroit; Simon B. Siegel, treasurer, ABC and AB-PT; John Pival, vice president, WXYZ-TV Detroit, and Robert Stone, vice president-general manager, WABC-TV New York.

station manager. This expansion will offer to KUTV (TV) advertisers the largest studio facilities in the Intermountain West—three separate sound stages with separate operating control booths, Mr. Kirk said, adding that total construction and installation costs of this growth are estimated at about $150,000.

STATION SHORTS

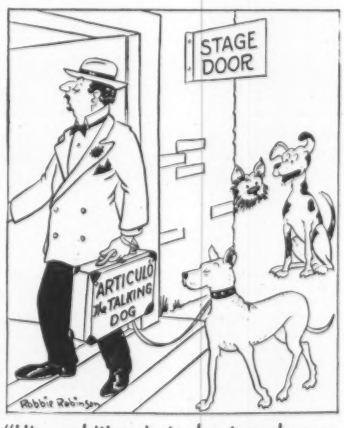
WCBS-TV New York reports national spot and local revenue for June increased by 22% over June 1956.

KOTA Rapid City, S. D., has moved to 6th & St. Joe Sts. in Duhamel Bldg.

WWJ-AM-FM Detroit reports sales for first six months of 1957 were 17.4% above same period in 1956.

KGU Honolulu now operating on 10 kw.

WAKE Atlanta reports 85% billing increase for first six months of 1957.



"His ambition is to be top dog on KRIZ Phoenix!"

WOWO Fort Wayne, Ind., awarded its $1,000 Edison Scholarship to Phyllis J. Kerr, local high school senior. Station received 1956 Thomas Alva Edison Foundation award as "the radio station that best served youth."

WJZM Clarksville, Tenn., has awarded its annual scholarship at U. of Tennessee to Thomas C. Stapp, spring high school graduate.

WVET-TV Rochester, N. Y., presented tv film chain and slide projector to Rochester Institute of Technology.

WNAX Yankton, S. D., and **KVTV (TV) Sioux City, Iowa,** awarded two U. of South Dakota special tuition scholarships to Shirley Burke and Merlyn Banek of McLaughlin, S. D.

WHIL Medford, Mass., awarded $250 scholarships to three Medford students.

REPRESENTATIVE APPOINTMENTS

KLRJ-TV Las Vegas, Nev., appoints Avery Knodel Co., N. Y.

WITN (TV) Washington, N. C., appoints James S. Ayers Co., Charlotte and Atlanta, as southeastern representative.

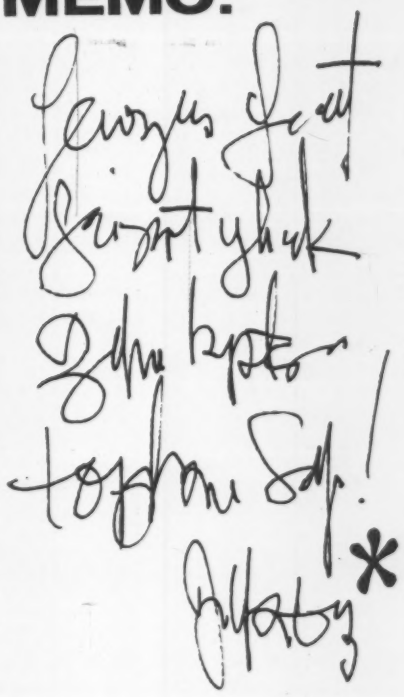
REPRESENTATIVE SHORTS

Adam Young Inc., San Francisco, has moved to 1207 Russ Bldg.

Harrington, Righter & Parsons Inc. opened Boston office at 80 Boylston St. Tel.: Liberty 2-7537.

Devney Inc. has opened Boston office at 419 Boylston St.

MEMO:



KDUB-TV, Lubbock, Texas; KPAR-TV, Abilene - Sweetwater, Texas, and KEDY-TV, Big Spring, Texas, all telecast a simultaneous picture to 270,000 sets. The advertiser may select an individual station or an economical combination since all stations have complete production facilities.

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT

ASK YOUR BRANHAM MAN

A BRITISH NEWSMAN EVALUATES TECHNIQUES HERE, BACK HOME

U. S. television is being "less than fair" to its viewers when it unreels dated newsfilm reports from abroad on spot news programs and ties them into the "hard news" without pointing out that the film bears little relationship to the cold facts at hand. So says James J. Bredin, senior producer of Great Britain's Independent Television News Ltd., the commercial tv news organization serving the commercial television.

Mr. Bredin made this remark—and others—during an exclusive B•T interview in New York. Concerning his point, Mr. Bredin said, "Let's suppose we have a story about the recent Jordanian crisis," during which U. S. viewers would have seen old film clips of King Hussein's crack tank corps lumbering down the ancient streets of Ammon while the newscaster droned on about the political aspects of the troubles besetting that Arabian nation. "Not once," Mr. Bredin said, "would the newscaster admit to the fact that the film was old, that he and the newsreel cameraman were talking about two different things. The viewer would like to know what the tanks were all about, but the announcer isn't telling; but they are so intrigued by the tanks that they don't pay attention to what is being said. Everybody loses."

In Britain, Mr. Bredin said, "we use film differently. Our newscaster will give a lead-in to the newsreel, letting a different voice take over the narration of the film clip. The lead-in contains sufficient up-to-the-minute news to tie the hard news and features together."

Mr. Bredin is here as a participant in the State Dept.'s foreign leader exchange program (International Education Exchange Service), and has spent the past month or so touring U. S. broadcast installations—stations, networks, wire services—"gathering knowledge and great impressions." He has a generally high regard for U. S. television news—particularly so for CBS News—but regrets that too many newscasters are announcers first, journalists second.

A former British Broadcasting Corp. news producer until 1955, Mr. Bredin switched to commercial tv when that was but a gleam in the British advertiser's eye. Following World War II (during which he was a naval flier), he joined J. Arthur Rank's "This Modern Age" film unit (the equivalent of "The March of Time"); in 1950, he began working for BBC Radio, switching to BBC-TV in 1952.

To differentiate between U. S. and British tv news organizations, Mr. Bredin agreed to sit through a B•T question-and-answer period:

Q. How do British viewers get their tv news?

A. They have their choice of watching BBC newscasts or those prepared by my organization, ITN Ltd. The BBC has its own definition of its mission in life, which is to inform, entertain and educate the public. BBC, thanks to its splendid wartime record in keeping alive the spark of resistance in occupied Europe, is the voice of authority—and anonymity. Its newscasters are the voices behind the news. They are not identified. ITN newscasters, on the other hand, are personalities who deliver the news in their style. They rewrite, color the news as they see fit, subject of course, to rules of good taste, reason, and accuracy. ITN was formed in 1955 by the four program contractors serving ITA (Associated Rediffusion, Associated British Cinemas, Associated TeleVision and Granada-Tv) in order to provide a common news service to all ITA stations. We broadcast three programs a day, at 5:45 p.m. (10 minutes), 7 p.m. (one-minute capsules), and 10:45 p.m. (15 minutes). We maintain a staff of over 150 people, rely a great deal on Reuters, Associated Press and our stringers scattered throughout the world.

Q. Besides those three daily newscasts, is there anything else ITN produces?

A. Yes. We also turn out what we call *Roving Report*, a show that bears some resemblance to Chet Huntley's *Outlook*. On it, we have the toughest reporter in England, Robin Day. Robin's often been likened to your Mike Wallace insofar as he asks questions few people would dare ask on the air.

Q. How does ITN feel about "equal time" and similar manifestations of political broadcasting?

A. We have no "blue book," no code. But in an agreement drawn up between BBC, ourselves, and Parliament, we've arrived at what all parties deem a most workable arrangement. Representation in Parliament determines the number of broadcasts each faction is allowed. Thus, the Conservatives are allowed seven broadcasts per year, the Labourites six and the Liberals one or two. Communists, not represented in Parliament, get nothing.

Q. What—in your opinion—are the attributes of U. S. tv news?

A. Its flexibility and daring. You can punch a button here in New York and cut to San Francisco—a matter of 3,000 miles in a split millisecond. We in London can't push that button without finding ourselves in Istanbul. We must cross more than space; we must surmount the language barrier and that barrier imposed by the image lines in each country's tv system. We know you have more money at your disposal than we do; still, we must admire your drive to hop over to the Kremlin and persuade Mr. Khrushchev to sit down for a little chat.

Q. What about its shortcomings?

A. Well, there's the definite underplay on international developments and a stress on local happenings. I can understand that. You have so much national territory to cover. We also feel that you tend to save your news-in-depth reporting for special programs, leaving it for the weekends to the Sevareids and Huntleys. You see, we believe not only in reporting each news event as it happens, but in finding out why it happened—what lay behind the event. We devote at least nine minutes of a 15-minute newscast to film, and on film, we interview the newsmaker. Also, we hire newscasters on the basis of their newscasting ability, not mere voice qualities.

Q. Have you or do you intend to make use of the U. S. tv news programs or services you have observed over here?

A. We would like to. And, as a matter of fact, we have already. When my former boss (Aidan Crawley, former Labour MP and undersecretary of air who later became head of BBC News, then switched to ITN and recently returned to BBC) was invited by Ed Murrow to record an Englishman's views of America for *See It Now* several years ago, CBS gave us the films which we subsequently turned into a four-part series titled *Americans at Home*. Later, we borrowed Mr. Murrow's techniques and launched a program called *Viewfinder*, on BBC based on the *See It Now* format. Then, of course, we at ITN exchange films with CBS news on a regular basis, and we recently purchased the Khrushchev interview.

Charm your prospects with the SALES*power of KWTV-Oklahoma City*

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.**

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Sales manager—capable, solid and able. Real opportunity with Ohio major indie. Box 462A, B•T.

General manager. Take complete charge of midwest regional daytimer. Single station market. Only man with good experience and record considered though this could be his first management position. Position is excellent opportunity with multiple ownership group. All replies confidential. Our men know of this ad. Send complete resume and photo to Box 530A, B•T.

Manager with sales ability to operate mid-Atlantic state station in medium market. Full particulars first letter. Box 585A, B•T.

Experienced professional radio staffman with small station program director qualifications. Mail applications only. Give complete details and references first letter. Photo and tape later. Box 60, West Bend, Wisconsin.

Sales

Small market Texas station needs fulltime salesman. Salary plus commission. Send full details to Box 409A, B•T.

Salesman—Proven "hitter" growing multiple operation. Michigan major market. Good salary plus top earnings. Box 463A, B•T.

Ready to move up the ladder? To a #1 NBC affiliate in an expanding California market? Like to sell personalities, music, news, sports? We've got them all. Plus a liberal compensation plan for aggressive people. If you're looking up, send complete information including your past billing to Box 506A, B•T.

Excellent opportunity for aggressive salesmen of proven ability in maior Florida market. Send all particulars to Box 527A, B•T.

Strong regional daytimer in midwest metropolitan market needs time salesman with local retail experience and desire to make a substantial living. We pav 20%—no limit in earnings. Write details. Box 532A, B•T.

Radio time salesman. If you are interested in moving permanently to an excellent Texas coastal city of 165,000 population, to sell locally for 50 kw independent, write to Box 546A, B•T, giving full particulars concerning yourself. Will consider capable combo air and salesman.

Music-news metropolitan market. Great opportunity. Guaranteed drawing account. Box 550A, B•T.

Top rated station in Pennsylvania city needs salesman of proven ability to sell local accounts. Salary and commission. Send complete resume to Box 564A, B•T.

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

If you like to sell, have a first class ticket, can do some air work, and want a responsible position with a southeast daytimer where pay is based on ability to produce, write Box 579A, B•T.

Salesman-announcer to take complete charge of branch studio in town of 6,000 which has been in operation for 5 years. Will handle direct daily remotes and all sales in area served. Salary and commission arrangement. Write, giving complete information, to Charles R. Dickoff, General Manager, WBEV, Beaver Dam, Wisconsin.

Salesman in one of North Carolina's best markets. Salary and commissions. Unlimited opportunities earnings up to $15,000 yearly. Must be a go-getter. Reference and past record must accompany application. Radio Station WHNC, Henderson, N. C., Nathan Frank, Phone 7136.

RADIO

Help Wanted—(Cont'd)

Sales

Account executive or salesman? Regardless of the name, we need a good one. WIRL-Peoria, Illinois 5000 watt fulltime music-news-sports station. Send us your story and by return mail we'll send you ours. Position open now. Salary and commission against draw. Good money here if you are a good radio salesman. Contact Station Manager Jim Butler.

Announcers

$160 a week for DJ—with flowing conversational delivery (breezy and informal)—sportscast pace. Adept at reading album liner-notes. Wanted by midwest—Great Lakes area station. If you're bright and bouyant, and use rhyming intros to records, write Box 692G, B•T.

Help wanted, experienced announcer, must have 1st phone, no maintenance, prefer announcer with news background. Independent daytimer in Iowa; $90 and start August 26 or September 1st, send photo and resume now. Box 340A, B•T.

Announcer with minimum experience for 250 watt network small market station in southeast. Send tape and resume in first reply. Box 426A, B•T.

Announcer: Regular staff and play-by-play high school sports. Box 511A, B•T.

Country-western and pop music programs. Southwest. Box 549A, B•T.

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

Experienced board announcer. Tape and resume first letter required. Box 572A, B•T.

Wanted, happy, friendly selling morning man for 5000 watt eastern station. Must be experienced. Send tape, photo, resume and references. Box 582A, B•T.

Sports director-salesman. Emphasis on sales. Salary plus commission. Send details to KFRD, Rosenberg, Texas.

KLAD in Klamath Falls, Oregon, has an opening for a good combination announcer-salesman. Good pay.

California kilowatt affiliate expanding. Need topflight all-around announcers with or without 1st phone. Versatility and experience essential. Must handle news, personality disc shows, "good" music and have business-like approach to job. Salary in excess of $100 per week. Send tape, photo, full particulars to Operations Manager, KGMS, Hotel Senator, Sacramento, Calif.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Experienced announcer: Man who can read copy, news, and handle top record show in competitive two station market. Operate console. No beginners or drifters. Voice quality must be good. Send tape and photo. Personal interview required later. Contact KSIS, Sedalia, Missouri.

On or before September 1, two good or potentially good non-drinking announcers. One with first class license. A. L. McCarthy, KWOC, Poplar Bluff, Missouri.

Salesman-announcer to take complete charge of branch studio in town of 6,000 which has been in operation for 5 years. Will handle direct daily remotes and all sales in area served. Salary and commission arrangement. Write, giving complete information, to Charles R. Dickoff, General Manager, WBEV, Beaver Dam, Wisconsin.

RADIO

Help Wanted—(Cont'd)

Announcers

Station WCMT, Martin, Tennessee needs combination announcer-engineer. Contact J. T. Sudbury, 215 N. Tenth Street, Blytheville, Arkansas. Telephone Poplar 2-2093.

Experienced announcer interested in stable position and strong radio organization. Good salary and excellent working conditions in air-conditioned studios. WCOJ, Coatesville, Penna.

Combo man wanted, announcer first class ticket, experience not necessary, willing to learn and work. WFBF, Fernandina Beach, Florida.

Top dj who can really sell on the air. Expanding our staff with opening for right man. Send us proof plus tape, photo and background. WISH, Indianapolis.

Immediate opening available for announcer in pleasant central Florida community. Send resume of experience, tape recording of voice, salary hinges on experience and background, however, please state minimum salary required. Manager, WPLA, Plant City, Florida.

Wanted, experienced play-by-play sportsman for basketball and football by CBS radio station located in middle sized midwest. Market duties also cover nightly sportscast. Radio and tv sales experience desirable but not necessary. Rush tape, audition play-by-play, photo and resume to Merritt Milligan, WTAD-KHQA-TV, Quincy, Illinois.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

Announcer-salesman. Town and Country Network as opening for announcer-salesman—wide-awake, aggressive type interested in good substantial future. Write N. S. Tweel, P. O. Box 2031, Huntington, W. Va.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

1st class engineer wanted for 500 watt directional in Indiana. No air work involved in a 44 hour week, solid commercial station with potential. Starting salary $65. Box 515A, B•T.

Florida's finest wants combo man immediately. First ticket, excellent opportunity, top company if ambitious, investigate. Box 523A, B•T.

Immediate opening for chief engineer-announcer at fast growing station on Florida's east coast. $100 for forty hours. Send resume, photo and tape to Box 576A, B•T.

Engineer-announcer with first ticket. Reasonable experience. Box 485, Aberdeen, Maryland.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV, Boonville, N. Y. Phone 11.

Chief engineer needed by northern California kilowatt affiliate. Experience with directionals, new construction. Fm and studio/transmitter maintenance necessary. All new RCA equipment. Metropolitan area. Salary in excess of $7000 per year. Contract Operations Manager, KGMS, Hotel Senator, Sacramento, Calif.

RADIO

Help Wanted—(Cont'd)

Technical

First class engineer with car for midwest kilowatt directional, transmitter duty. WEOL, Elyria, Ohio.

Combo man wanted with first phone license by this financially sound newspaper owned am and fm station. Experience desirable but not necessary. If you are reliable and can fit in with congenial staff, call collect. Fred Gresso, WRSW, Warsaw, Indiana.

Programming-Production, Others

Wanted, gal Friday. Typing, shorthand, bookkeeping, copywriting helpful. Top job. High salary. Good future. Outstanding midwest station. Send all info immediately. Box 413A, B•T.

Wanted experienced newsman for middle Georgia radio station in the process of inaugurating mobile news service. Send details to Box 448A, B•T.

Program director-top program station, write good copy, some air work. Real opportunity for a good man ready to advance. Permanent position with mid-west regional independent. Send resume tape and photograph to Box 555A, B•T. All replies confidential.

Network information, educational show needs writer-assistant producer immediately. Middle Atlantic area. Send full particulars and photo. Box 558A, B•T.

Where in the world are all the copy writers? We need a good one and are willing to pay for a top performer. If you write catchy copy, quick, shoot us samples, picture, salary requirement. Box 577A, B•T.

If you are a triple-threat man with good experience in publicity, promotion, exploitation, a 50,000 watt Ohio radio station can make it worth your while to answer this ad. Box 586A, B•T.

Girl continuity writer needed at radio KCOL in cool, colorful Fort Collins, Colorado.

Traffic continuity position opening at progressive California network station. Tops in market so we need top-flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience and references first letter to Bill Oates, KSBW, P. O. Box 1651, Salinas, California.

News and special events director. Experienced news director to head department and personally handle 3 local newscasts daily and most special events. Supervise news and special events functions of announcer-newsman and announcers. Opportunity to develop top community service for progressive station in growing market. Mail complete resume, tape, recent photo to Bob Norman, WKNY, Kingston, New York.

Opening for radio, film writer-producer with experience in 16mm camera operation and editing. Opportunity for graduate study. Starting salary $3800. Address: Broadcasting Service, University of Tennessee, 14 Ayres Hall, Knoxville 16, Tennessee.

RADIO

Situations Wanted

Management

General manager, metropolitan fulltime independent. 10 years GM experience. Box 440A, B•T.

Commercial manager-salesman experienced small station operation. Married, family, available September 1. Desire relocate west coast. Reasonable income needed. Box 534A, B•T.

Manager. Nine years experience. Employed. Top references: past, present employers. Seeking medium, metropolitan market. Box 538A, B•T.

Radio-tv veteran wants station management or agency position. Highly successful background in sales, programming, talent both media. Box 567A, B•T.

RADIO

Situations Wanted—(Cont'd)

Sales

Salesman, knows and prefers small southern market. Successful sales record seeks opportunity to turn ideas into $$$. Trained, experienced announcer, civic-minded, sober, reliable, forty and married. Box 520A, B•T.

Variety: Administrative assistant, salesman-announcer, network production assistant 12 months writing, public speaking experience, announcing potential. Four years heavy contact, organizing administrative and sales background. Must be permanent position with growth potential. Twenty-eight, vet, married, with one child. Presently employed, resume, excellent references. Box 568A, B•T.

Man with 2½ years network tv-radio experience in advertising, promotion and public relations wishes to secure sales position. Capable of selling to local and national accounts and planning sales campaigns with clients. Formal education in marketing. Box 583A, B•T.

Announcers

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 263A, B•T.

Newsman. Radio and television. 15 years experience including network and nation's capitol. Major market. Box 420A, B•T.

Colored announcer, disc jockey. 3½ years actual experience in the Washington, D. C. area. Can do shows of interest to any audience. Excellent voice, diction and delivery. Good at news reporting. Resumes and tapes upon request. Box 500A, B•T.

Sports, news position for presently employed college graduate with seven years experience. Prefer Florida or California. Box 501A, B•T.

Announcer, 22, single, draft exempt. 4 years experience. Presently employed at Virginia station. Desires change. Box 503A, B•T.

Announcer-salesman, 3 years experience, references, two years of college, age 28, single, prefer south or southwest. Box 504A, B•T.

Experienced staff announcer, with top rated country show on 50,000 watt station, also strong on news and sports, wants to locate in midwest. Family man, veteran, 27. Box 508A, B•T.

Young, ambitious, seeking dj position with future. Major market experience. Will relocate. Box 509A, B•T.

Long on experience, talent, imagination. Can prove it. Radio, tv. Want change for the better. Box 510A, B•T.

Negro dj. Young, hardworking seeking position with growing station. Easy, relaxed delivery, pop and jazz, some rock 'n' roll. Box 513A, B•T.

Morning man deejay, plus sales, employed, 5 years radio, 2 tv. Box 519A, B•T.

TV personality and humorist wants dj position. Pop or western. Must settle in one spot (wife and son say so). References, no tapes—personal interview. Box 521A, B•T.

Experienced announcer; 6 years in radio, 2 years solid. Young, 21, single, but can deliver goods. Desires to move up and improve. Looking for permanent position with advancement opportunity. Prefers southern market, particularly Virginia, Kentucky, Tennessee, but will consider any good offer. Presently in small southern station. Good references, tape. Write Box 522A, B•T.

Personality-dj-salesman, sells own top-rated show. Writes copy, services accounts. 27 years old, married, two degrees B.A. and L.L.B.; proven audience builder. Good background, either R&B or pop. Strong ad-lib, rhyming intros, gimmicks, promotion, record-hop, mc work, etc. Have 200 famous artists voice tracks for your use. Some tv experience. Available Aug. 1st. 5 years background. Top references from station and sponsors. Box 524A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ, three years experience, knows music, can sell, news, family. Box 525A, B•T.

Experienced announcer. Good sportscaster, newscaster, disc jockey. Program director background. Family. References. Box 526A, B•T.

Announcer-twenty-six, married, veteran. Three years solid am radio background. Resonant voice, mature delivery. Seeking radio or television opportunity. Available immediately to sound organization. References, tape and detailed background on request. Box 529A, B•T.

Outstanding sports announcer also excellent in all staff work. Present station dropping local sports to take network sports. Where can I stay for at least five years? Box 537, B•T.

Announcer strong on news with 3½ years experience desires to step up. Presently employed morning man, have 1st phone. Family man, excellent references. Future important as dollars. Box 552A, B•T.

Recent dj. Graduate seeks position with good radio station. Educated Europe. Tapes forwarded at request. Interested all areas. Box 553A, B•T.

Fine air salesman with NBC affiliate in major market, dj, play-by-play. Consider change for top offer. Box 560A, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj. Available immediately. Box 561A, B•T.

Need staff announcer with three months experience? Single, vet. Attended radio school. Good references. Will travel. Box 562A, B•T.

Top young negro disc jockey seeks job in radio. 3 years experience. Excellent voice, good reference. College, vet, travel. Box 563A, B•T.

14 years experience all phases announcing. Presently employed, available two weeks. Excellent newscaster. Box 574A, B•T.

A guy who spins records ready to return to work after several weeks of well deserved rest. 8 years of solid radio background. First phone. Station with a turn over need not reply. Box 580A, B•T.

Experienced announcer, 5 years. News, sports, morning dj. 30 years old. Prefer midwest. Looking for opportunity. Box 581A, B•T.

Experienced announcer. Excellent reference. Upper midwest preferred. David Copeland, 304 Eighth Street, Silvis, Illinois.

Announcer seeking permanent fulltime position. Married, will travel, one child, Dale Cullen, Elkhorn, Wisconsin.

Country-western dj. Tape available. Prefer to work in small station, south. Billy Graham, 4049 W. Van Buren, Chicago, Nevada 8-7884.

Announcer or farm director: B.A. Degree Speech, radio and tv communications; B.S. Degree Agriculture, University of Illinois. Experienced farm adviser. Presently employed 1000 watt as farm director and dj. News and commercial work. Age 27, single, veteran. Bob Reynek, 300 S. Birch, Creston, Iowa.

Brief air time, doing relief. Radio school graduate, 2½ years college. Married, 33. Congenial, adaptable. Travel 1-2000 miles south, southeast, southwest potential. Jim Waran, 6328 N. Mobile, Chicago, Newcastle 1-4364.

Technical

Chief engineer: Florida property owner desires permanent Florida position. Looking for that exceptionally qualified, dependable, sober, honest, hardworking chief? I'll stand closest character, ability and integrity investigation. First class license. Installed many stations. I'd like to hear from you. Don't let salary scare you. Box 393A, B•T.

Eighteen years am-fm including directional antennas. Experienced chief. $8,000 minimum plus moving. Box 406A, B•T.

Above average negro 1st phone engineer. Good at copywriting, production, typing, public relations, 13 years teaching radio-tv. Want commercial station connection. Available August 10. Box 533A, B•T.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer, 1st phone. AM and tv studio and transmitter experience. Can accept responsibility. Prefer position where maintenance ability is required. Box 543A, B•T.

Transmitter engineer present chief, 1½ years experience. Excellent at maintenance, tv service technical school grad. Wish location Ark., Mo., Kansas, Oklahoma. Box 551A, B•T.

Director of engineering, chief engineer. Extensive engineering, operational and administrative experience am, fm and tv including live studio, film, microwave, directional antennas, transmitters and new construction. Graduate engineer. Box 566A, B•T.

1st phone. 6 years experience, construction and maintenance. Available immediately. Box 575A, B•T.

Production-Programming, Others

Will invest $10,000 and 20 years experience in going radio station. Experience all phases but engineering, acquired with top indie. Box 505A, B•T.

Responsible family man, employed, trade 5 years radio, 2 tv for program directorship, similar capacity position with future. Box 518A, B•T.

8 years radio-tv, married. Seeking opportunity to build self, show. Radio-tv preferred. No one station towns please. Box 531A, B•T.

Program-production director, 10 years thorough experience with accent on sound programming and solid production. Presently employed executive capacity am-tv operation. Seek permanent position with stable organization. Prefer northeast. Opportunity more important than money. Box 542A, B•T.

Newsman, gather, write, edit and broadcast. Wants eastern New York or southern New England location. Box 544A, B•T.

It's time for a change. Have trenchcoat and typewriter, will travel. Experienced newsman, single, veteran, journalism degree. Top references. Box 548A, B•T.

Man experienced in programming, copy, production and administration. A. B. Degree. Prefer south. Box 565A, B•T.

TELEVISION

Help Wanted

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

Technical

Transmitter engineer for vhf station in metropolitan midwest city. One of nation's top stations. Salary, vacations, other benefits above average. Our standards are high, and yours must be likewise. Radiotelephone first license required. State experience, education, and provide a recent snapshot. Box 384A, B•T.

Studio engineer for vhf station in large midwest city. Finest equipment to operate, good salary and other benefits. This is the leading station in the area, and requires grade A men to operate it. Supply resume of experience, education, and a photo. Reply Box 441A, B•T.

Wanted by August 1st, six first class licensed men for expanding operation. Experience desired, but not necessary. Box 535A, B•T.

Chief engineer for thriving uhf station in large midwest city. Our standards are high. Will consider man seeking promotion to chief. State experience, education. Send photo. Will act quickly. Box 584A, B•T.

Chief engineer—have immediate opening, at least 3 years experience all phases tv. Contact W. M. Greely, KHOL-TV.

Engineer, first phone, needed immediately, $100 per week to start. Lot of fun living around Norfolk and Va. Beach. Call or write Tim Bright, WTOV-TV, Norfolk, Va. Phone MAdison 7-5915.

Programming-Production, Others

Wanted: Male with B.A. or B.S. Degree with training and experience in audio-visual aids—needs experience in shooting and editing single or double system 16mm sound film—Knowledge of electronics and servicing helpful. Race is not a factor. Box 389A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Traffic manager. Leading network tv station in Milwaukee must fill vacancy by early August. Wonderful opportunity for gal with station and sales rep experience. Mail job history, photo, salary requested for confidential consideration. Box 514A, B•T.

News photographer, work with news editor covering local events. Process 16mm plus slides. All new equipment. Three-station market midwest. Send photo, qualifications. Box 528A, B•T.

TELEVISION

Situations Wanted

Management

Operations manager. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 539A, B•T.

Manager-sales manager. 12 successful years small and large markets. Excellent national contacts and best references. 39, family of four. Interested only in good operation with future. Pleased to send resume. Box 557A, B•T.

Eight years tv: station management, programming, film buying, production, direction, announcing. Now employed. Age 32. Top industry references. Available immediately, any phase. Box 571A, B•T.

Announcers

Warm-friendly tv and radio personality, strong on news, music, interviews. 12 years radio, 3 years television, 30 years old, married. Box 516A, B•T.

Technical

Twenty years am-fm-tv including color. Chief, supervisory experience. Reliable family man. Box 407A, B•T.

Programming-Production, Others

Experienced tv promotion manager. VHF network big market station. All phases promotion, publicity, merchandising. For complete resume, samples and references, please write Box 324A, B•T.

Top references, five years experience station and agency. Qualified for program director, production manager, producer, director. Box 432A, B•T.

Producer-director 4 years with present employer. Wish better market. Not drifter nor loafer. Go anywhere for right set-up. Write Box 502A, B•T.

Director-producer, 4 years experience all phases production. Seven years radio-tv announcing. University degree. Congenial, 31; versatile, creative, reliable. Relocate. Box 507A, B•T.

I've got a secret. For great television-radio news production! All on tape for the asking. Box 512A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

If your tv station has active, local program schedule, and have need for active producer-director, look no further. Experienced in live and film work. Have stop watch, will travel. Box 517A, B•T.

Producer-director, age 36. 3 years staff experience midwest-tv station, 3 years agency experience. Desire opportunity with midwest station. Box 536A, B•T.

Program director. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 540A, B•T.

Continuity director. Radio-tv experience: department head, metropolitan stations. College graduate. Versatile man, early thirties. Know copy, promotion, production, art, etc. Seeking top position, top salary, top station. Now employed. Box 541A, B•T.

Film editor well rounded film experience. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Operations manager, chief engineer, or supervisor, who will build and maintain an economical, trouble free operation. Fourteen years background, best of references. Box 554A, B•T.

FOR SALE

Stations

Virginia monopoly market, regional station, above average plant. $125,000. Liberal terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Colorado kilowatt daytimer in tough, competitive market. $18,000 cash will put you into a good station that isn't making money, but has plenty of potential. Good terms on balance. Selling 75% of the stock in corporation. This is the set-up, not subject to further negotiation. Furnish proof that you are qualified to pay the price and put some money in, to build it up and that you are qualified to operate. Bob Fouse, Box 949, Chadron, Nebraska.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Complete RCA Vidicon film chain type TK-21A and dual-disc slide projector type TP-3C like new. Price 75% of cost or will consider best offer. Vidicon available immediately, slide projector by July 15th. Equipment being replaced by 3-V color system. Write T. Frank Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

For sale: 2 Gates CB-11, 3-speed turntables. $80.00 each. F.O.B. KXGI, Ft. Madison, Iowa.

Attention: Top deejays and Newsmen!

Here's your chance to join one of the nation's top independent-station organizations. We need *top* disc jockeys, with good voices and gimmicks or different styles, and also top radio newsmen. If you fit in either category and want a top opportunity, airmail your audition tape and background information today, to:

Gordon McLendon
2104 Jackson Street
Dallas, Texas

FOR SALE—(Cont'd)

Equipment

For sale—regulated power supplies, available about August 1st: 17 RCA WP33B and 9 Dumont 5019A (modified to WP33B specs) at $290 each. 8 RCA 580D at $140 each. All in excellent electrical and mechanical condition. H. A. Bondy, WAGA-TV, Atlanta, Ga.

Neumade "Neuvator" type CL-16 film cleaner. Best offer takes. M. M. Crain, WLBC-TV, Muncie, Indiana.

Ampex 300, 350, 350-2, 601, 601-2 8c A-series available at Grove Enterprises, Roslyn, Pa., TUrner 7-4277.

WANTED TO BUY

Stations

Principal with radio, tv and promotional sales background interested in buying for cash or terms, plus outstanding services. Confidential. Highest references, capabilities and financial standing. Box 341A, B•T.

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

REL fm receiver. Must be in good condition. State price and model in first letter. WHNC, Henderson, N. C.

We need immediately either studio or portable monochrome sync generator in good condition. Contact Chief Engineer, WJBF, Augusta, Ga.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone **FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

F.C.C. First Class Phone License preparation, concentrated speed tutoring, no correspondence; beginners included. Monty Koffer, 743 Hendrix Street, Brooklyn 7, New York.

Miscellaneous

Danny Sheelds. Trying locate you. Anyone knowing whereabouts, write Box 475A, B•T.

Interested in knowing the present whereabouts of Jack Lee Collette, active in radio and tv announcing. Will pay $10 for your trouble. Please write Box 431, Amarillo, Texas.

RADIO

Help Wanted

HELP WANTED: BROKER

Leading business brokerage house specializing in media needs top negotiator preferably with full knowledge of radio and television station operation. We are seeking conservative, industrious, sober-minded man who wants a rewarding, long-pull career—not a "fast sell" artist. Starting salary in five figures plus commission.

Send full particulars to

BOX 398A, B.T.

RADIO

Help Wanted—(Cont'd)

AH! THIS IS REAL
RADIO

Pleasant small towns . . . where you can really live and breathe . . . become a part of the community. Pleasant stations, well equipped, where you can show all of the initiative and imagination you wish . . . without much supervision. New station about to pop, so we need some more qualified people to join the happy gang. Strictly permanent . . . $$$ enough to pay the rent . . . plenty of future opportunity. We have made only one change in key personnel in more than three years. There's satisfaction in TOP QUALITY small market. But, friend, ya gotta be good to get in. If you think you can cut it, contact

KCSR
CHADRON, NEBRASKA

Openings for everybody . . . news . . . sales . . . announcers . . . first phones (need a chief who can handle 5KW) . . . ALL POSITIONS ON 30 DAY PROBATIONARY TRIAL. Nebraska and South Dakota. Don't phone. Just mail whatever you think will prove your ability. You'll get a reply within 30 days.

Management

LIVE IN SUNNY CALIFORNIA

KROW one of San Francisco area's top independents has opening for top-flight sales manager. The man we want is aggressive, has a proven record at comparale size station, can command the respect of a top sales staff, and plans to work as a selling sales manager rather than a desk executive. Will pay salary plus bonus on gross, amount commensurate with experience. Common stock available at cost when we buy another station soon. Apply in writing giving all background, and enclose photograph. Send to General Manager, KROW, 464 19th St., Oakland 12, California.

You're hired if . . . you've got that hard sell enthusiasm needed for selling a medium mid-south market . . . you're an organized manager who can adjust to programming and sales problems . . . and the go . . . go . . . go it takes to get into this sharp operation of seven radio and one television stations and keep climbing up the ladder to the top of the organization. Send the details regarding your past so we may contact you. The Dixie Network, P. O. Box 309, Jackson, Tennessee.

Sales

KAFY and **KXFM**
Bakersfield *550 kc* — San Bernardino *590 kc*

Two of California's sellingest radio stations located in two of California's fastest growing areas are expanding personnel.

Have openings for:

- *Top experienced radio time salesmen*
- *Assistant sales managers*

Write full information immediately to: Benton Paschall, 2908 College Ave., Bakersfield, Calif.

RADIO

Help Wanted—(Cont'd)

Sales

NEEDED *IMMEDIATELY*:

Radio salesman for oldest established station Portland, Maine. Must be reliable, industrious and sincerely interested in work. Ideal opportunity to grow in Maine's foremost state network. Apply in writing with references and photo to Don Powers, Manager, Maine Broadcasting System, 157 High St., Portland, Maine.

Announcers

NEGRO JOCKIES WANTED

3 Top Southern Cities
Religious • R&B • Blues
Southern Men Only
Will Train Good Prospects
Pic-letter-tape
BOX 321A, B•T

UPSTATE NEW YORK STATION
needs both a morning and afternoon DJ.
Box 545A, B•T

Production-Programming, Others

TRAFFIC CONTINUITY POSITION OPENING

At progressive California network station. Tops in market so we need top-flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience and references first letter to Bill Oates, KSBW, P. O. Box 1651, Salinas, California.

RADIO

Situations Wanted

Management

SOMEONE NEEDS ME!

30, college, set record high sales three previous stations. Unqualified recommendations. Now manager medium market. Looking for Big money I've heard so much about. If you give credit for results in $$$, contact me.

Box 573A, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

TOP RATED R and R D. J. in city over million—Ready for the big move. Let's you and I do Business.

Box 559A, B•T

YOUR ATTENTION PLEASE

We have available right now, a top announcer-dj for tv or radio. With nine years experience, he knows his pop music and can attract and hold a major share of listeners. His excellent commercial delivery produces tangible results.

A family, community man, he has our top recommendations.

A change in programming requires that we release him from one of the top stations in the northeast.

Write to Station Manager, Box 578A, B•T., quickly.

We will supply his name and the facts.

Production-Programming, Others

RADIO/TV PIONEER

Familiar with all phases of business. Agency, station, network experience plus good knowledge engineering. Desire N. Y. metropolitan area as public relations or publicity man. Excellent contacts with trade press and newspaper radio/tv columnists. Reply Box 325A, B•T.

TELEVISION

Help Wanted

Sales

We'll Invest in a TV Sales Executive

This ad isn't directed to the run-of-the-mill salesman. The man we want may not be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's sales executive. He has had TV sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies, local and regional accounts.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important job with one of the country's most respected multiple-property operations.

If you fit the picture, you'll live in a pleasant, medium-sized, midwestern community. You'll start at up to $7500 depending on your background, and you'll move ahead rapidly with a wide-awake team at a station that's head and shoulders above competition. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

Box No. 556A, B•T

TELEVISION

Help Wanted—(Cont'd)

Sales

We are interested in hard sell at the local level. . . . No "Arm Chair Strategists" for this Southern UVH market. . . . Excellent salary to man who qualifies. Forget the "Blue Sky" and give us a success story sending usual particulars, age, etc., when you apply. The Dixie Network, Jackson, Tennessee.

FOR SALE

Stations

Medium market station profitable
$65,000 total—terms
PAUL H. CHAPMAN CO.
Station Brokers
84 Peachtree • Atlanta

Equipment

800-Foot Tower Available Shortly

Stainless—40 LB.
Also GE TY25A—Antenna
CONTACT R. M. PIERCE
WANE-TV—FORT WAYNE, IND.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

I WANT

A Radio Station in a large metropolitan market. Substantial cash available for right property. High net not prime consideration, but price tag should make business sense. Replies from principals only considered. Strict confidence respected. No brokers please. Box 316A, B•T.

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

Technical Preparation . . . . . for radio and television personnel

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

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THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Station Authorizations, Applications
(As Compiled by B•T)
July 10 through July 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through July 17

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	265	395	145
Fm	539	519	49	56	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through July 17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	354	325	669[3]
Noncomm. Educational	27	21	48[3]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	859	584	1,441[3]
Noncomm. Educ.	67		37	33	67[4]
Total	1,162	337	896	617	1,508[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Los Angeles, Calif.—Sherrill C. Corwin, uhf ch. 34 (590-596 mc); ERP 251 kw vis., 137 kw aur.; ant. height above average terrain 2782 ft., above ground 142 ft. Estimated construction cost $265,000, first year operating cost $250,000, revenue $250,000. P. O. address 122 S. Robertson, Los Angeles. Studio location Los Angeles. Trans. location Los Angeles County. Geographic coordinates 34° 13′ 40″ N. Lat., 118° 04′ 01″ W. Long. Trans.-ant. RCA. Legal counsel John Brenner, Beverly Hills. Consulting engineer Harold W. Jury, Northridge, Calif. Mr. Corwin, owner KBAY-TV San Francisco and 15% KAKE-AM-TV Wichita, Kan., KPRO Riverside, KROP Blythe, KYOR Brawley and KREO Indio, all Calif., will be sole owner.

Moline, Ill.—Tele-Views News Co., vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,040 ft. Estimated construction cost $877,467, first year operating cost $495,000, revenue $550,000. P. O. address 2500 35th Ave., Rock Island, Ill. Studio location Moline. Trans. location Henry County. Geographic coordinates 41° 18′ 58″ N. Lat., 90° 22′ 31″ W. Long. Trans.-ant. RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Jansky & Bailey, Washington, D. C. Each 25% owners are Edward E. Janov, Ernest Bauwens and Joseph Sirota and Louis Janov. Messrs. Janov, Bauwens, Sirota and Janov have interest in Tele-View News Co., which prints *Tv Guide*.

Translators

Morrison-Knudsen Co., Brownlee Trailer Court, Ore.—Granted applications for two new TV translator stations; on ch. 79 to translate programs of KBOI-TV (ch. 2) Boise, Idaho, and on ch. 82 to translate programs of KIDO-TV (ch. 7) Boise.

Town of Pinedale, Pinedale, Wyo.—Granted application for new TV translator station on ch. 70 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

THERE IS SAFETY IN NUMBERS

5 CONVENIENT OFFICES

5 BROADCAST EXPERIENCED BROKERS

11 YEARS IN BUSINESS

WASHINGTON, D. C.	CHICAGO, ILL.	DALLAS, TEX.	ATLANTA, GA.	SAN FRANCISCO
Wm. T. Stubblefield	Ray V. Hamilton	Dewitt (Judge) Landis	Jack L. Barton	W. R. (Ike) Twining
1737 DeSales St., N. W.	Tribune Tower	Fidelity Union Life Bldg.	1515 Healey Bldg.	111 Sutter St.
EX 3-3456	DE 7-2755	RI 8-1175	JA 3-3431	EX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

New Am Stations

ACTION

Newark, N. Y.—Radio Wayne County Inc. granted 1420 kc, 500 w D. P. O. address Bilotta Bldg., Newark, N. Y. Estimated construction cost $11,254, first year operating cost $42,000, revenue $48,000. Principals include Secy. **David A. Kyle** (9.52%), owner of 33.3% of **WABY Albany,** 25.5% of **WRNY Rochester,** 33.3% of **WPDM Potsdam,** and 32% of **WNDR Syracuse,** all **N. Y.,** and Treas. Dr. **Donald A. Corgill** (19.4%), owner of 33.3% of WABY, 25.5% of WRNY, and 33.3% of WPDM.

APPLICATIONS

Elba, Ala.—Howard Parrish Jr., 1350 kc, 1 kw D. P. O. address Rt. 2, Ozark, Ala. Estimated construction cost $13,388, first year operating cost $18,000, revenue $21,000. Mr. Parrish, gen. mgr. **WOZK Ozark,** will be sole owner.

San Diego, Calif.—Marvin Bobrof, 1040 kc, 1 kw DA-D. P. O. address 4440 Carling Dr., San Diego. Estimated construction cost $29,252, first year operating cost $39,000, revenue $60,000. Mr. Bobrof, muffler shop interest, will be sole owner.

Ukiah, Calif.—Joseph F. Sheridan, 1580 kc, 1 kw D. P. O. address 701 Ninth St., Crescent City, Calif. Estimated construction cost $12,966, first year operating cost $24,000, revenue $36,000. Mr. Sheridan, applicant for new am in Brookings, Ore., will be sole owner.

East Sarasota, Fla.—Gulf Coast Bcstg. Co., 1320 kc, 500 w D. P. O. address 3439 S. McIntosh Rd., Sarasota, Fla. Estimated construction cost $17,050, first year operating cost $42,000, revenue $48,000. **Kelsey L. Hutchinson** (50%), salesman, L. C. McCall (40%), 50% **WWPF Palatka, Fla.,** 10% **WJEM Valdosta, Ga.,** and **Ethel V. Hutchinson** (10%), mother of Kelsey, will be owners.

Fort Myers, Fla.—C. H. Packham, 1570 kc, 250 w D. P. O. address 314 Garden Lane N. W., Atlanta, Ala. Estimated construction cost $15,500, first year operating cost $30,000, revenue $35,000. Principals include Mr. Packham, conveyor manufacturer's manager, will be sole owner.

Hinesville, Ga.—Liberty Bcstg. Co., 990 kc, 250 w D. P. O. address Box 72, Hinesville. Estimated construction cost $14,398, first year operating cost $36,000, revenue $42,000. **Duane A. Hatch** (40%), salesman **WSAV Savannah, Ga., Roscoe Denmark** (30%), oil products dealer, and **Paul H. Sikes** (30%), sheriff of Liberty County, Ga., will be owners.

Thomaston, Ga.—Radio Thomaston, 1590 kc, 500 w D. P. O. address % M. H. McDougald, WCHK, Canton, Ga. Estimated construction cost $16,249, first year operating cost $50,000, revenue $75,000. **T. N. Privette** (41%), sales rep. **Ziv Tv** and 10% WCHK, **Mrs. P. M. Privette** (10%), housewife, **M. H. McDougald** (17%), sales mgr. and program director WCHK, **R. D. Peterson** (16%), asst. sales mgr. and news director WCHK, and **W. R. Butts** (16%), news director WCHK, will be owners.

Chester, Ill.—Chester Bcstg. Co., 1450 kc, 100 w unl. P. O. address Box 450, Paducah, Ky. Estimated construction cost $13,640, first year operating cost $20,000, revenue $30,000. **Pierce E. Lackey,** owner **WPAD-AM-FM Paducah,** and 50% owner **WRAJ Anna, Ill.,** and **F. E. Lackey,** owner **WHOP-AM-FM Hopkinsville, Ky.,** and 50% WRAJ, will be equal partners.

Jerseyville, Ill.—Tri-County Bcstg. Co., 1480 kc, 500 w DA-D. P. O. address % **Wilbur J. Meyer,** 357 Cherry St., Pittsfield, Ill. Estimated construction cost $16,528, first year operating cost $36,000, revenue $48,000. Equal partners are Mr. Meyer and **Sidney E. Simpson.** Mr. Simpson member U. S. House of Representatives and Mr. Meyer gen. mgr. **WBBA Pittsfield.**

Frostburg, Md.—Western Maryland Bcstg. Co., 740 kc, 250 w D. P. O. address 126 Columbia Ave., Vandergrift, Pa. Estimated construction cost $25,985, first year operating cost $40,306, revenue $65,193. **D. C. Loughry,** radio & electric service company owner, will be sole owner.

Louisburg, N. C.—Franklin Bcstg. Co., 1480 kc, 500 w D. P. O. address % **Joseph T. Lane,** Box 23, Rt. 6, Raleigh, N. C. Estimated construction cost $21,702, first year operating cost $24,000, revenue $30,000. Equal partners are Mr. Lane and **George E. Peterson,** both employes of **WNAO-TV Raleigh.**

Tiffin, Ohio—Malrite Bcstg. Co., 1250 kc, 500 w D. P. O. address 2739 N. 12th St., Sheboygan, Wis. Estimated construction cost $19,420, first year operating cost $44,283, revenue $66,000. Equal partners are **Robert G. Wright** and **Milton Maltz,** co-owners of WPLY Plymouth, Wis.

Woodbridge, Va.—S & W Enterprises Inc., 900 kc, 1 kw D. P. O. address Woodbridge. Estimated construction cost $43,462, first year operating cost $25,000, revenue $35,000. **Carroll M. White** (76%), mgr. mobile radio communications for **RETMA, Lenna M. White** (23%), housewife, and others.

Clarksburg, W. Va.—West Virginia Radio & Television Corp., 980 kc, 5 kw D. P. O. address 126 S. Third St., Clarksburg. Estimated construction cost $46,212, first year operating cost $38,000, revenue $42,000. **John Convery** (70%), majority stockholder **WETZ New Martinsville, W. Va., Loretta M. Robinson** (20%), medical clinic employe, and **R. I. McCahon** (10%), drug manufacturer, will be owners.

New Fm Stations

ACTIONS

West Covina, Calif.—Pacific-South Bcstg. Co. granted 98.3 mc, 808 w D. P. O. address Citizens Bank Building, 16 N. Marengo Ave., Pasadena, Calif. Estimated construction cost $13,000, first year operating cost $20,000, revenue $24,000. Equal partners are John K. Blanche, attorney, and Joseph D. Worth, salesman. Announced July 11.

Albany, N. Y.—Union University granted 91.5 mc 10 kw unl. P. O. address 47 New Scotland Ave., Albany. Estimated construction cost $19,500, first year operating cost $20,000. Will be operated as educational station. Announced July 11.

APPLICATIONS

Los Angeles, Calif.—Richard C. Simonton, 99.1 mc, 11.4 kw unl. P. O. address 6906 Santa Monica Blvd., Los Angeles. Estimated construction cost $14,000, first year operating cost $18,000, revenue $15,000. Mr. Simonton, 25% **KULA-AM-TV Honolulu, Hawaii** and stockholder **KRKD-AM-FM Los Angeles** and **KITO San Bernardino,** all Calif., will be sole owner.

San Francisco, Calif.—Bay Fm Broadcasters, 105.3 mc, 17.64 kw unl. P. O. address Box 1412, Beverly Hills, Calif. Estimated construction cost $5,500, first year operating cost $12,000, revenue $14,000. **Saul R. Levine,** owner **KBCA-FM Beverly Hills** and 25% **KCAL Redlands,** both Calif., will be sole owner.

Boston, Mass.—Westinghouse Broadcasting Co., 106.7 mc, 2.8 kw unl. P. O. address 122 E. 42nd St., New York, N. Y. Estimated construction cost $7,500. Westinghouse interests include **WBZ-AM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Franciso, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne (Ind.), KEX-AM-FM Portland (Ore.), WIND-AM-TV Chicago** and **WAAM (TV) Baltimore.**

Glenside, Pa.—Melvin Gollub & Fred Gollub, 92.5 mc, 20 kw unl. P. O. address 1866 Watson Rd., Abingdon, Pa. Estimated construction cost $18,500, first year operating cost $15,000, revenue $17,500. Melvin Gollub (75%), announcer **WIP Philadelphia, Pa.,** and Fred Gollub (25%), naval engineer, will be owners.

Ownership Changes

ACTIONS

KVOE Emporia, Kan.—Granted assignment of license from **Lyon County Bcstg. Co.** to **Bluestem Bcstg. Co.** for $81,000, plus assumption of land and building mortgages. **Edward J. McKernan Jr.** (90%) and **Charles N. Putt** (10%) will be owners. Messrs. McKernan and Putt are former employes of **WIBW-AM-TV Topeka, Kan.**

WCRV Washington, N. J.—Granted assignment of license from **Simon Geller** to **Warren Bcstg. Corp.** for $42,500. **Morristown Bcstg. Corp.** (99.40%) is controlled by **Kenneth A. Croy, Olive S. Croy** and **George S. Croy,** and is licensee of **WMTR Morristown, N. J.**

WBUT Butler, Pa.—Granted assignment of license from **J. Patrick Beacom** to Mr. Beacom and **Harold W. Critchlow** for $13,000. Mr. Beacom (80%), 70% **WVVW Grafton** and (98%) **WJPB-TV Fairmont,** both W. Va. and Mr. Critchlow (20%), gen. mgr. WBUT.

APPLICATIONS

WGAD Gadsden, Ala.—Seeks transfer of control of licensee corporation from **Coosa Bcstg. Inc.** to **Albert M. Rains, Escar L. Roberts, Edward Z. Carrell** and **Dendy L. Jackson** for $25,000. Mr. Rains and Mr. Roberts each own 30% of **WGSV Guntersville, Ala.,** Mr. Carrell 20% WGSV and Mr. Jackson is chief engineer WGSV.

KIVA (TV) Yuma, Ariz.—Seeks transfer of control of licensee corporation from **Valley Telecasting Co.** to **Harry C. Butcher** for $241,000. Mr. Butcher owns **KIST Santa Barbara, Calif.,** 22% application for ch. 3 Hartford, Conn., and was former stockholder in **KEYT (TV) Santa Barbara.**

KITO San Bernardino, Calif.—Seeks control of licensee corporation by **Albert Zugsmith** through purchase of stock from **Richard C. Simonton** for $37,248. Mr. Zugsmith will own 55.57%. Mr. Zugsmith also owns 37.5% **KVSM San Mateo, Calif.,** 25% **KULA-AM-TV Honolulu, Hawaii, KSHO-TV Las Vegas,** and **KBMI Henderson,** both Nev.

KPID Payette, Idaho—Seeks assignment of cp from **Payette Bcstrs.** to **Earl F. Hash** for $2,000. Mr. Hash has engineering interests.

WKTL Kendallville, Ind.—Seeks transfer of

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 3

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Biloxi, Miss., ch. 13 (12-18-56); McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57).

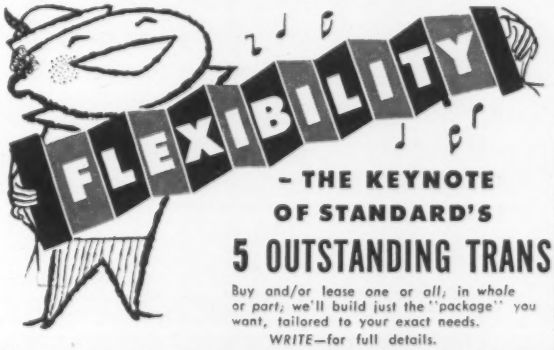
IN HEARING: 11

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Amarillo, Tex., ch. 7 (7-11-57); Elko, Nev., ch. 10 (7-11-57).

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.



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control of licensee corporation from **Noble-DeKalb Bcstg. Co.** to **Paul L. King** and **Weldon M. Cornell** for $48,000. Mr. King, program mgr. **WOHO Toledo, Ohio,** and Mr. Cornell, restaurant owner, are equal partners.

WLBN Lebanon, Ky.—Seeks assignment of license from **Lebanon-Springfield Bcstg. Co.** to **Horace E. Tabb, Holly Skidmore, Stokley Bowling, C. A. Diecks, J. W. Hodges** and **W. Dee Huddleston** for $65,000. The equal partners own **WIEL Elizabethtown, Ky.** and application for station at Jeffersonville, Ind.

WARB Covington, La.—Seeks assignment of license from **A. R. Blossman Inc.** to **WARB Inc.** for $50,000. Equal partners are **David C. Blossman** and **A. R. Blossman Jr.** Messrs. Blossman were formerly minority stockholders.

WPTX Lexington Park, Md.—Seeks control of licensee corporation by **James S. Beattie** through purchase of stock from **Arthur A. Snowberger** for $5,000 and assumption of obligations. Mr. Beattie, former 48.3% owner, will own 96.6%.

WBSE Hillsdale, Mich.—Seeks transfer of control of licensee corporation from **Baw Besse Bcstg. Corp.** to **Stevens-Wismer Bcstg. Co.** for approximately $48,000. **Harmon L. Stevens** and **John F. Wismer,** equal partners, own **WHLS-AM-TV Port Huron, WLEW Bad Axe,** both Mich.

WHDL-AM-FM Olean, N. Y.—Seeks control of licensee corporation by **E. B. Fitzpatrick** through purchase of stock from **Gannett Co.** for $213,000. Mr. Fitzpatrick is presently an officer of the licensee.

KOME Tulsa, Okla.—Seeks assignment of licensee from **Oil Capital Sales Co.** to **John W. Kluge** and **Marcus J. Austad** d/b as Oil Capital Sales Co. for $100,000. Mr. Kluge and Mr. Austad have interests in **WILY Pittsburgh, Pa.** and **KXLW St. Louis.** Mr. Kluge owns **KNOK Fort Worth, Tex.,** majority stockholder of **WGAY Silver Spring, Md.** and **WKDA Nashville, Tenn.,** and 37% of grantee for new tv in Orlando, Fla.

WPTS Pittston, Pa.—Seeks negative control by each **Angelo Fiorani** and **Rose Fiorani** through sale of stock to licensee by **Sophia Pagnotti, Eleanor Pagnotti** and **Anne R. Preate** for nominal $1.

KTXN Austin, Tex.—Seeks assignment of license from **Radio KTXN Inc.** to **Radio Austin Inc.** Corporate change. No control change.

KERV Kerrville, Tex.—Seeks transfer of control of licensee corporation from **Kerrville Bcstg. Co.** to equal partners **Clyde Jones** and **Albert Mason Jr.** for $30,000. Mr. Jones is chief engineer KERV and Mr. Mason is assistant mgr. **KVOU Uvalde, Tex.**

WMOD Moundsville, W. Va.—Seeks relinquishment of control of licensee corporation by **John T. Taylor** through sale of stock (22%) to **Donald W.** Levenson for $1,100. Mr. Levenson has interest in **Storer Bcstg.** and **Consolidated Radio & Tv.**

WPLY Plymouth, Wis.—Seeks assignment of license from **WPLY Inc.** to **GMB Inc.** for $65,000. **Greater Muskegon Bcstrs. Inc.** (48%), licensee of **WMUS Muskegon, Mich.** 13% each are **Charles Boonstra, Marion C. Boonstra, R. Bunker Rogoski** and **Dalton C. Hille,** stockholders of Greater Muskegon.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued an Initial Decision looking toward granting applications of **Colonial Bcstg. Co.** for new am on 1600 kc, 500 w, D, DA, in Elizabethtown, Pa. and **Radio Columbia** for new am on 1580 kc, 500 w, D, in Columbia, Pa.

PETITION

WTVP (TV) Decatur, Ill.—Petition requesting the institution of rule making looking toward the removal of vhf ch. 3 from Champaign, Illinois and the reallocation of same to some other area where its use will not cause intermixture of television services. Petitioner also requests that show cause proceedings be instituted to effect the assignment of ch. 21, 27 or 33 to station WCIA in lieu of ch. 3.

Routine Roundup

BROADCAST ACTIONS

By the Commission

FCC (1) directed **Capitol Bcstg. Co.** to show cause by Aug. 12 why its authorization to operate **WTVJ** (ch. 12) **Jackson, Miss.,** should not be modified to extent necessary to permit **Supreme Bcstg. Co.,** to operate an experimental tv on ch. 12 simultaneously with and at present site of its uhf **WJMR-TV** (ch. 20) **New Orleans, La.,** subject to the conditions attached to June 27 grant of Supreme's experimental construction permit; and (2) denied Capitol's petition to dismiss Supreme application. By separate Order, the Commission denied petitions and objections to Supreme's application filed by **Oklahoma Television Corp.** and **Crescent City Telecasters, Inc.,** applicants for ch. 12 in New Orleans, and **Association of Maximum Service Telecasters Inc.**

WKTF Warrenton, Va.—Granted six months extension of time to complete construction of am station.

WIPS Ticonderoga, N. Y.—Granted increase of power from 500 w to 1 kw, on 1250 kc, D.

WAVN Stillwater, Minn.—Granted increase of power from 250 w to 1 kw, on 1220 kc, D.

Wayne M. Nelson Concord, N. C. and **Fred H. Whitley Dallas, N. C.**—Designated for consolidated hearing applications for new am stations on 960 kc, D; Nelson with 500 w and Whitley with 1 kw; made **WEGO** and **WSPA** parties to the proceeding.

Jackson County Bcstg. Co. Maquoketa, Iowa—Designated for hearing application for new am station on 1320 kc, 500 w, D; made **KROS Clinton,** party to proceeding; in event of grant, engineering condition to be attached.

Citizens Bcstg. Co. Inc. Terre Haute, Ind.—Is being advised that, unless within 20 days it requests a hearing, its application for extension of time to March 1, 1958, to complete construction of new am station will be dismissed, cp cancelled and call letters **WWVR** deleted.

FCC (1) denied petition by **WHYN-TV** ch. 40, **WWLP (TV)** ch. 22, both **Springfield, Mass.,** and **WRLP (TV)** ch. 32 **Greenfield, Mass.,** for issuance of an order to **WGBH Educational Foundation** to show cause why its license for noncommercial educational tv station **WGBH-TV** (ch. 2), **Boston, Mass.,** should not be modified to change trans. and ant. site, and (2) granted renewal of licenses of WGBH-TV.

The following stations were granted renewal of license: WBUX Doylestown, Pa.; WEDO McKeesport, Pa.; WEEU Reading, Pa.; WEEX Easton, Pa.; WEJL Scranton, Pa.; WERC Erie, Pa.; WESA Charlerol, Pa.; WESB Bradford, Pa.; WEST Easton, Pa.; WFAR Farrell, Pa.; WGAL Lancaster, Pa.; WGBI Scranton, Pa.; WGPA Bethlehem, Pa.; WGSA Ephrata, Pa.; WHJB Greensburg, Pa.; WHLM Bloomsburg, Pa.; WHUN Huntingdon, Pa.; WHVR Hanover, Pa.; WILY Pittsburgh, Pa.; WISR Butler, Pa.; WJAC Johnstown, Pa.; WNAR Norristown, Pa.; WNCC Barnesboro, Pa.; WORK York, Pa.; WPIC Sharon, Pa.; WSAN Allentown, Pa.; WEEX-FM Easton, Pa.; WERC-FM Erie, Pa.; WEST-FM Easton, Pa.; WGAL-FM Lancaster, Pa.; WGBI-FM Scranton, Pa.; WGPA-FM Bethlehem, Pa.; WJAC-FM Johnstown, Pa.; WPIC-FM Sharon, Pa.; WRRN Warren, Pa.; WDFM University Park, Pa.; WDUQ Pittsburgh, Pa.; WPWT Philadelphia, Pa.; WLFH Little Falls, N. Y.

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66% of Canadian Homes Have Tv, BBM Reports

TV SETS now are in 66% of all Canadian households, according to an estimate as of June 1 by the Bureau of Broadcast Measurement, Toronto, a co-operative organization of broadcasters, advertisers and agencies.

The BBM spring survey has been completed and Executive Secretary Charles J. Follett reports that area and station reports based on the survey will be in the mail to the advertising industry and broadcast stations by August.

On June 1 the BBM survey shows an estimated Canadian population of 16,503,100 in the ten provinces, with 4,051,600 estimated households. Of these 2,657,300 households have tv sets.

Largest number of tv sets are in Ontario, where 1,097,700 estimated households, or 77% , have tv receivers of a total 1,425,800 households. In Quebec Province 75%, or 790,000 of 1,055,500 households, have tv receivers.

For the other provinces, figures show:

	Households	Tv Households	%
Nova Scotia	165,600	100,400	61
Manitoba	222,800	121,400	54
British Columbia	408,200	217,600	53
New Brunswick	122,100	59,900	49
Alberta	308,700	151,200	49
Saskatchewan	238,800	86,100	36
Prince Edward Island	22,800	8,300	36
Newfoundland	81,300	24,700	30

Canadian Radio Set Sales Up, Tv Down, RETMAC Figures Show

RADIO RECEIVER sales were up and tv set sales down for the fifth month this year in Canada, according to the January-May figures of the Radio-Electronics-Tv Mfrs. Assn. of Canada. Radio set sales, including portables and combinations, totaled 210,447 units in the January-May 1957 period, compared with 206,026 sets for the same period last year. Portable receiver sales were also up to 18,092, compared to 16,635 last year. Auto set sales this year totaled 60,020 units, compared to 59,910 in the 1956 period.

Tv set sales amounted to 149,215 units in the first five months of this year compared with 189,059 in the 1956 period. RETMAC began counting portable tv set sales in May, with 4,388 sets reported sold. Geographically tv set sales this year totaled 56,336 in Ontario, 40,443 in Quebec province, and the balance throughout the rest of Canada.

New Technical Requirements Outlined for Canadian Outlets

NEW technical regulations have been announced for Canadian radio broadcasting stations by the Telecommunications Branch of the Department of Transport, Ottawa.

In a letter July 8 to broadcast consultants, F. G. Nixon, director of the telecommunications branch, outlines microvolt figures for stations to give adequate rural and metropolitan area service. The letter states that "a minimum signal of 25 mv/m is required to give an adequate broadcast service to a metropolitan area, although signal intensities much lower than this figure will provide satisfactory rural service."

New regulations outlined in the letter require that "the power, antenna directional characteristics and location of a broadcast transmitter shall normally be so selected that: (a) the 25 mv/m contour will just enclose the principal metropolitan area or areas which the station is intended to service; (b) where the nighttime limitation is in excess of 25 mv/m, then the limitation contour shall normally enclose the metropolitan area which the station is intended to serve; (c) the 250 mv/m contour shall not enclose more than 1% of the total population within the 25 mv/m contour, or the limitation contour of this is greater than 25 mv/m."

The letter points out the station is responsible for providing wavetraps or other means acceptable to the Department of Transport if it causes objectionable interference to broadcast listeners or licensed radio services within the 250 mv/m contour.

The department announced it expects to complete within the next few months negotiations on the engineering standards to enable the use of powers in excess of the ceilings prescribed by the North American Regional Broadcasting Agreement for regional and local channels.

Five Stations Cited in Canada For Exceeding Commercial Limits

FIVE Canadian radio stations were singled out for gross and persistent violations of broadcasting regulations in the program analysis prepared by the Royal Commission on Broadcasting and just published at Ottawa by the Queen's Printer. The findings deal primarily with using too many advertisements in a given period.

Singled out were CKEY Toronto; CKPR Fort William, Ont.; CKOY Ottawa; CFNB Fredericton, N.B., and CFCN Calgary, Alberta. The commission studied complete programs of 10 radio stations and found half that number breaking the advertising rules. Regarding CKEY, the analysis showed that "there were four 15-minute periods between 7:15 and 9:45 a.m. every day, Monday through Friday, in which the regulations were apparently violated. In one of these periods there were 10 spot announcements with a total duration of more than eight minutes, or 100% more than the regulations permit."

The analysis showed that CKPR exceeded the maximum permissible announcements and the four-minute time limit per 15-minute segment Monday-Friday by more than 70%. The other stations also exceeded the four-minute time limit per 15-minute segment and the limited number of spot announcements.

Commercial Tv Catching Hold In Europe, Reports Sarnoff

NATIONALIZED service still remains the backbone of European television but commercial services are catching hold and offer the greatest hope for future growth and expansion, Robert Sarnoff, NBC president, said on his return several days ago after four weeks in Europe.

Mr. Sarnoff noted that commercial tv has established a strong foothold in Britain and he saw the beginnings of similar services in Germany, Italy, Finland, Austria, Holland and Sweden.

"Western Germany seems to be the real television comer of Europe," he said. "There already are 32 transmitters reaching 85% of the population. The Germans have a bob-tailed commercial network which now supplements the national service and appears to be spreading rapidly."

While most European services still are government-owned-and-contolled, the economic facts of life weigh heavily in favor of privately-owned, commercially-supported services in the future, Mr. Sarnoff said. He cited France, with only 750,000 sets, as an example of a nation with insufficient tv funds to program in a manner that would build set circulation.

The NBC president said European television is at the same takeoff point for expansion that the U. S. was in 1950. He predicted the approximately 10 million tv sets in Free Europe would double in three years.

The question most frequently posed by European tv officials during his trip was about the timetable for a live tv link with

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America, he said. Mr. Sarnoff ventured a five-year estimate, which he termed possibly "overly optimistic, but I want it as badly as they do."

30 Broadcasters From 24 Nations Tour U. S. Broadcast Industry

U. S. RADIO and television network and station installations will be getting "the once-over"—and not lightly, either—by some 30 foreign broadcasters representing 24 nations, between now and Oct. 7.

The group is in the U. S. through the courtesy of the international educational exchange service of the State Dept., and arrived in the U. S. five weeks ago. At that time, they assembled at Boston U. for a three-week seminar under the direction of Dr. Murray Yaeger of BU's School of Public Relations and Communications. On July 13 the 30 broadcasters left for New York with Dr. Yaeger for a "tour-in-depth" of Manhattan advertising agencies and network and local station operations.

This Friday, they will split into small sections for a four-week trip around the country, dropping in on various local outlets. On Aug. 24, the broadcasters will "detach themselves individually," Dr. Yaeger said, "and spend around four weeks each at a station of their choosing—watching . . . and participating, if the management so allows it."

They will reconvene Sept. 23 in Los Angeles, for a tour of radio-tv-advertising activities like that now being conducted in New York. On Sept. 30, the group will go to Washington for a look into the FCC and other governmental operations affecting the U. S. broadcast industry. They also will spend time with the Voice of America and other USIA operations. On Oct. 7, the 30 foreigners will return to Boston U. for a 10-day seminar, during which they will make known their impressions of U. S. radio and television.

CFRB Profits Holding—McDougald

CFRB Toronto, operating subsidiary of Standard Radio Ltd., maintained its earnings at a level in excess of dividend requirements, John A. McDougald, board chairman, stated at the annual meeting in Toronto July 9. Net profits for the year ending March 31 totaled $138,057, compared with $138,162 the previous year. Working capital was $172,424, compared with $163,347 the previous year. The company was able to make a further substantial addition to its cash reserves, so that if and when CFRB obtains a tv station license in the Toronto area, it can finance installation without delay.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

CBC Plans Complete Coverage Of Queen Elizabeth II's Visit

COMPLETE RADIO and tv network coverage of the visit of Queen Elizabeth II to Ottawa from Oct. 12-16 to open the Canadian Parliament is planned by CBC. On radio, all events will be reported fully and the service is being offered to all radio stations in Canada. CBC reporting teams now are being lined up and 26 commentators are to take part.

Full tv network coverage will be given live to all stations on the microwave network and by kinescope to all other stations. All live telecasts will be offered to U. S. networks and films and kinescopes will be made available to the BBC and U. S. networks for delayed showing. Mobile tv units from Toronto and Montreal will be used in Ottawa to provide at least a dozen cameras for the various outdoor telecasts, and if possible for the actual opening of the Parliament ceremony.

CARTB Sets Information Plan

THE Canadian Assn. of Radio & Tv Broadcasters, Ottawa, has appointed Hugh S. Newton & Co., Toronto, to conduct a campaign to inform the Canadian public of the services rendered by private radio and tv stations. The green light for the public relations campaign was given the CARTB at a recent meeting of the Western Assn. of Broadcasters where members endorsed the plan.

INTERNATIONAL SHORTS

CFOR Orillia, Ont., has increased power from 5 kw to 10 kw on 1570 kc daytime and 1 kw nighttime.

Radio Kyushu, Japan, has ordered Philco Cinescanner tv studio system.

Bell Telephone Co. Canada Ltd., Montreal, is building microwave network from Ottawa to North Bay, Ont., for use early in 1959. This 200-mile network through bush country will provide French-language tv programs from Montreal and Ottawa to CKGN-TV North Bay, CFCL-TV Timmins, Ont., and CKRN-TV Rouyn, Que. CKGN-TV now receives its English-language network shows by microwave from Toronto.

CKCQ is call letters of new 1 kw station on 570 kc at Quesnel, B. C., represented by Radio Representatives Ltd., Toronto.

CKWX Vancouver, B. C., has ordered 50 kw transmitter for installation this summer from Continental Electronics Inc., Dallas, Tex. CKWX expects to go in late summer from 5 kw on 980 kc to 50 kw on 1130 kc.

CHUM Toronto is now broadcasting 24 hours daily at 2.5 kw.

RCA, Camden, N. J., reports sale to Radio America Co., Lima, Peru, of two kw tv transmitter, two camera chains and studio equipment for that country's first tv station, slated to go on air by November. Peru will be sixth South American nation with tv.

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PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Harry J. Wendland, account executive of Anderson-McConnell, L. A., to Carl Falkenhainer Adv. Inc., same city, as vice president and principal.

Robert Kirschbaum, radio-tv copy chief, and **Guy Oring,** administrative art director of Grey Adv., N. Y., elected vice presidents.

◄ **Richard D. Wylly,** vice president and copy supervisor with Benton & Bowles, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as vice president and creative director.

Henry S. Bean, account supervisor on Du Pont textile fibers at BBDO, N. Y., elected vice president of agency.

William F. Maughan, controller and treasurer, Dancer-Fitzgerald-Sample, N. Y., elected vice president and business manager.

Glen Jocelyn, copywriter-specialist in packaged goods advertising, merchandising and promotion, to MacFarland, Aveyard & Co., Chicago, as vice president and chairman of plans board.

Robert H. Witt, budget director of Joseph E. Seagram & Sons, Batavia, Ill., named administrative vice president of Pharma-Craft Co., pharmaceutical affiliate of Seagram.

Jere Patterson, promotion manager, Time-Life International, N. Y., to Erwin, Wasey & Co., same city, as executive vice president.

Carl Reimers, who owned his own agency for over 30 years, comes out of retirement to join Hoffman-Manning Inc., N. Y., as supervisor of account executives and head of plans board.

Paul Markman, vice president - director, BBDO, joins agency's L. A. office as account supervisor for Western Airlines and North American Aviation accounts. He had been group account supervisor in N. Y. office of BBDO for 12 years.

Marshall P. Smith, regional account executive on Ralston Purina Co. account for Gardner Adv., St. Louis, named account executive on Purina account.

Frank J. Wilson, formerly with *Look* magazine, to Larrabee Assoc. Adv., Washington, D. C., as account executive.

◄ **Florence St. George,** copy and account executive at Norman, Craig & Kummel, N. Y., to Lawrence C. Gumbinner, same city, as account executive on Bourjois Inc. She succeeds **Muriel Hahn,** retired from agency business.

Ray Weber Jr., brand manager-marketing coordinator, Colgate-Palmolive International, N. Y., to McCann-Erickson, L. A., as assistant account executive.

J. W. Stitt, advertising manager, Dixie Cup Co., Easton, Pa., named advertising-sales promotion manager. **Don M. Greek** and **Raymond Remaley** named assistant sales promotion manager for home products and assistant sales promotion manager for commercial products, respectively.

Bernard Cortiaus, with General Foods since 1939, appointed Central region sales manager for Birds Eye division of General Foods Corp., N. Y.

Charles Lee Hutchings, vice president and creative director, French & Preston, N. Y., to McCann-Erickson as creative director for L. A. office.

Paul Wickman, formerly vice president of Western Adv. Agency, Los Angeles, and most recently executive director of Public Relations Society of America Inc., named public relations director of Schering Corp., Bloomfield, N. J., succeeding **George C. Straayer,** named director of professional and trade relations.

Harold W. Olsen, vice president and associate director of art department, BBDO, N. Y., appointed head art director of N. Y. office. He succeeds **Harold C. McNulty,** who continues as member of agency's plans board and is in charge of art for all BBDO offices in U.S. and Canada.

Irwin A. Goldberg, research department, Grey Adv., N. Y., to Charles W. Hoyt Co., same city, as research supervisor.

Joan Irby, assistant to central region advertising and sales promotion manager, Socony Mobil Oil Co., St. Louis, moves to N. Y. office for position with company's national advertising department.

Donald Bright Buckley, copy group supervisor, BBDO, N. Y., to Warwick & Legler, same city, as senior writer in creative department.

Ed Forrest, formerly with Calkins & Holden, Chicago, to Grant Adv., same city, as copywriter.

Charles F. Cazale, Compton Adv., N. Y., to Street & Finney, same city, copy department.

Wing Jin, previously with Foote, Cone & Belding, Chicago, to Compton Adv., same city, art department.

Charles G. Mortimer, president, General Foods Corp., N. Y., appointed national chairman for United Community Campaigns of America, volunteer fund-raising group for health and welfare services.

Elwood Robinson, president, Elwood J. Robinson & Co., L. A., appointed chairman of advertising and public relations committee of L. A. County Republican Central Committee.

Charles L. Lewin, vice president in charge of radio-tv, Rockmore Co., N. Y., father of girl, Lisa Grace, July 9.

Charles O. Husting, vice president-director, Leo Burnett Co., Chicago, died July 7.

Karl Wehner, founder and president of Wehner Adv. Co., Newark, N. J., died July 11 following heart attack.

EDUCATION

Mark Starr, educational director of International Ladies' Garment Workers' Union, elected to board of directors, Educational Television & Radio Center, Ann Arbor, Mich.

Sven O. Osthagen, manager of Providence, R. I., office of Allis-Chalmers Mfg. Co., named vice president of American Institute of Electrical Engineers, N. Y., representing newly-created northeastern district.

Lawrence Creshkoff, formerly assistant director of programs at WGBH-FM-TV Boston educational stations, named director of Chelsea Closed Circuit Television Project, N. Y.

Prof. James E. Lynch, program supervisor

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of Indiana U. Radio and Tv Service, on one-year leave of absence, effective September, to replace **Prof. Edward Stasheff,** U. of Michigan speech department, who recently accepted appointment as program associate with Educational Radio and Tv Center, Ann Arbor, Mich.

C. Wesley Lamber, tv producer-instructor at Louisiana State U., to U. of Texas as tv production supervisor.

FILM

William Burns, treasurer of McCadden Productions, Hollywood, named vice president-secretary. He is succeeded by **John H. Nicolaides,** comptroller for McCadden.

Robert Schultz, formerly with Perpetual Development Labs, St. Louis, to sales manager of Shamus Culhane Productions, N. Y., live action-animated tv commercial firm.

Glenn Grossman, supervisor of Motion Picture Unit of Hughes Aircraft Co., to Animation Inc., Hollywood, as production manager.

William E. Young, salesman with Screen Gem's N. Y. office, named north central division manager, headquartering in Detroit. **Harry Bubeck,** formerly with Leo Burnett Co., Chicago, to Screen Gems' sales staff in that city. **Nancy Littlefield,** SG's casting director, to newly-created post of eastern talent scout.

Jerome M. Evans, radio-tv promotional supervisor, Universal pictures Co., promoted to eastern promotion manager. **Paul Kamey,** promotion department staff member, named assistant eastern publicity manager.

Miles Gilbert, casting director, *Lux Video Theatre,* resigned to join WB/TV Commercial and Industrial Films Inc., Warner Bros. subsidiary, as assistant to casting director. **Eddie Marr,** associated with program as actor and assistant director, succeeds Mr. Gilbert as casting director for remaining seven *Lux* broadcasts.

William Cruikshank, president, Four Star Films, Culver City, Calif., father of boy, John Charles, July 16.

Herman Katz, 36, AAP Inc., N. Y., executive, died at his home in Bergenfield, N. J., July 14.

GOVERNMENT

George H. Barrows, former Washington newsman and recently with American Amplifier and Television Corp., named regional information officer for mid-Atlantic states by Federal Civil Defense Adm., headquartering at Olney, Md.

Erik Hazelhoff, general programming executive, NBC, to Radio Free Europe, Munich staff, as deputy European director.

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI See Forjoe
KOBY See Petry

MANUFACTURING

Richard W. Griffiths, formerly with Graybar Electric Co., to Litton Industries, Beverly Hills, Calif., as sales director of components division.

Forrest E. Gehrke, responsible for magnetron development and manufacturer for Sylvania Electric Products, Woburn, Mass., named manager of Sylvania's microwave power tube plant at Williamsport, Pa.

Louis R. Wanner, plant manager of plastics operations, Sylvania Electric Products Inc., Warren, Pa., appointed manufacturing manager in charge of plastics, metal base, assembly and formatic operations.

Robert L. Perretz, formerly salesman for Motorola-Chicago Co., factory branch distributor, appointed regional sales manager at Motorola Inc., N. Y.

Arthur M. Liebschutz, formerly with Federal Telephone & Radio Corp., Clifton, N.J., appointed administrator, planning-entertainment, RCA semiconductor division.

Dr. Allen B. DuMont set record percentage in yachting navigation this month when he sailed his 54-foot Hurricane III across finish line in annual 106-mile predicted log race of New York Athletic Club. He set record for 44-year-old event when he received 98.97 percentage of accuracy.

NETWORKS

Richard Clemmer, producer-director for NBC New York, named production coordinator for Seven Arts Center, new Manhattan theatrical project.

Raymond Scott, composer-conductor for past seven years associated with *Hit Parade* on radio and tv, signed as music director of three feature motion pictures to be produced by Harold Robbins and his Caryn Productions under contract with Allied Artists.

Neil (Doc) Simon and **Irvin Graham** signed as co-writers for ABC-TV's *The Guy Mitchell Show,* which debuts in fall (Sat., 10-10:30 p.m. EDT).

Nan Schwab, formerly with Green and Tillisch Photography and Tricolor Labs, to NBC Hollywood photo staff as laboratory assistant.

George Cleveland, 71, veteran actor-director-producer of stage, radio and tv, died July 15 following heart attack. Mr. Cleveland had played part of "Gramps" in *Lassie* filmed series on CBS-TV and had completed 11 of 13 episodes scheduled to be shown on network this fall.

PROFESSIONAL SERVICES

Arnold Cohan, executive vice president of Sidney S. Byron Public Relations Corp., has announced his resignation. He is serving as dollar-a-year radio-tv aide to New York Mayor Robert F. Wagner.

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Zena Trett, formerly public relations director of governmental agency, Rums of Puerto Rico, to N. Y. office of Robert S. Taplinger Assoc. as director of women's features.

PROGRAM SERVICES

Max Callison, national sales manager, Capitol Records Distributing Corp., elected vice president.

S. M. Barr, Western Union Telegraph Co. plant and engineering vice president, named vice president in charge of planning.

Edward L. Brant, central division manager, United Press, Chicago, named southwestern division manager, with headquarters in Dallas. He succeeds **Fred A. McCabe** who joins Cheyenne Newspapers Inc. (KFBC-AM-FM Cheyenne) as executive vice president, co-publisher and director.

J. K. Maitland, vice president, Capitol Records Distributing Corp., Hollywood, named director of sales for Capitol Records Inc. He will be responsible for liaison with Capitol Records Distributing Corp., Prep Records Inc. and Capitol Records Inc., phonograph department.

Syd E. Bandes, news editor of International News Photos, division of International News Service, appointed marketing director of INP sales, N. Y.

Walter Ross, in charge of press relations and publicity copy for Warner Bros., N. Y., to Broadcast Music Inc., same city, as director of public information.

Lou Tappe, SESAC salesman, resigns after nine years.

REPRESENTATIVES

Edward Sherinian, media department of Ruthrauff & Ryan, N. Y., to John Blair & Co., same city, research staff.

STATIONS

Robert R. Hilker, president of WCGC Belmont, N. C., has purchased WEGO Concord, N. C., and becomes president of station. Other officers of new station: **J. Norman Young** (WCGC), vice president-general manager; **W. A. Mason** (attorney), vice president, and **Lucille G. Hand** (WCGC secretary-treasurer), secretary-treasurer.

S. W. Townsend, founder of WKST New Castle, Pa., re-elected president-treasurer of WKST Inc. (WKST-AM-TV) and **Harry W. Reith,** station manager, elected to board of directors and vice president. **Wanda E. Townsend** re-elected secretary-assistant treasurer.

Jim Molohon, promotion manager, KELO-AM-TV Sioux Falls, S. D., named manager of KELO. **Robert Rosen** named promotion manager of KELO-AM-TV and **Tom Cheeley** appointed to head operations of KELO-TV. **J. C. Johnson** named manager of satellite station KDLO-TV Florence, S. D., which is expected to go on air in 30 days.

M. W. Greene, managing director, WKHM Jackson, Mich., to WALT Tampa, Fla., as general manager.

Joe Thompson, sales manager, KHEP Phoenix, to KHEY El Paso, Tex., as manager.

◄ **Felix Adams,** general manager of KLAC Los Angeles, appointed to newly-created position of vice president in charge of station operations. He joined KLAC five years ago as program director and became general sales manager three years ago.

◄ **Morton Sidley,** general manager of KLAC, assumes supervision of station's sales activities.

Dick Sinclair, KEYT (TV) Santa Barbara, Calif., named manager of promotion and advertising and **Roland F. Thaheld** joins KEYT promotion department. **Tom Slocum,** WKZO-TV Kalamazoo, named KEYT account executive; **Ken Wagner,** KPIX San Francisco, becomes KEYT art director, and **Lee Hofmann,** KMJT-TV Fresno, becomes KEYT educational director.

Bert Martin, formerly sales service representative for WBBM Chicago, appointed midwest sales manager for Jack Masla & Co. and Chicago manager for United Broadcasting Co. He will headquarter at 410 N. Michigan Ave., Chicago, for both organizations.

◄ **Ben A. Hudelson,** formerly production supervisor on special assignments in N. Y. office of Westinghouse Broadcasting Co., to WRCA-TV New York as production manager.

Allen W. Dunn, KNTV (TV) San Jose, Calif., to KLRJ-TV Las Vegas as national sales manager.

Charles S. Cooper, account executive with Sir Walter Television Co. (WNAO-TV Raleigh, N. C., and WKIX Raleigh), to WMVA Martinsville, Va., as commercial manager.

Harry Travis, station manager, WNEM-TV Bay City, Mich., named vice president and assistant general manager. **Tom Matthews,** program director, WNEM-TV, appointed director of operations.

Ken Bagwell, formerly sales manager, KXYZ Houston, to WTVJ (TV) Miami as assistant national sales manager.

Howard Reynolds, announcing - programming, KMSO-TV Missoula, Mont., to KLEW-TV Lewiston, Idaho, as engineer. **Bob Adkins** joins KLEW-TV studio announcing and continuity.

Frank Tuoti, assistant promotion-advertising-research manager, WPIX (TV) New York, appointed acting manager of department, succeeding **Keith A. Culverhouse,** resigned.

George Vickery, publicity and public service director, WTVJ (TV) Miami, named merchandising director. He also will continue as publicity director.

Charles W. (Chad) Mason, sales promotion-advertising manager, WSUN-TV St. Petersburg, Fla., promoted to program director. He succeeds **Charles Bishop,** who joins WIPC Lake Wales, Fla., as vice president-general manager. **Jerome Baker,** formerly public relations director for Florida and American Heart Assn., to WSUN-AM-TV as sales promotion-advertising manager.

Ron Wilner, disc jockey, WAYE Baltimore, named program director.

Wes Hobby, disc jockey, WADS Ansonia, Conn., and **Alan Fletcher,** WADS news department, named program director and news editor, respectively.

George A. Morrison, news director, KOB-TV Albuquerque, N. M., to WFBM-TV Indianapolis, as news director.

Thomas F. Conway, night desk man, WNBC (TV) New Britain, Conn., named news director of WNBC and WKNB. Both stations are owned by New Britain Broadcasting Corp.

Paul C. Lunsford, news editor, WLWT (TV) Cincinnati, Ohio, named news director of WLW and WLWT.

Herb Smith, 25-year veteran in radio, joins KVAN Portland, as news director.

Dr. David W. Parker, Ph.D., associate professor of radio-tv at San Francisco State College and freelance actor-writer-director-producer of both local and network radio-tv programs, will become educational director of KPIX-TV San Francisco this fall.

Steve Geer, announcer, WHEN Syracuse, N. Y., promoted to assistant news director.

Robert Zimmerman, sales representative, KRUX Phoenix, named senior account executive. **Betty Heupel,** U. of Arizona graduate, joins KRUX as assistant in copy control department.

Lolita Mainland, formerly with publicity department at Compton Adv., N. Y., to CBS Radio Spot Sales, same city, as copywriter and coordinator of promotion material.

Larry Gibbons joins KFBI Wichita, Kan., sales department.

Charles D. Linton Jr., WTTV (TV) Bloomington, Ind.; **Jim Jarvis,** formerly account executive with Ziv Tv; **Milt Lewis,** former WTTV salesman, and **Bert Julian,** sales, WISH Indianapolis, all join WLWI (TV) Indianapolis sales staff.

Robert H. Dodd, formerly newspaper publisher's representative, to KOBY San Francisco sales staff.

Larry Caramella joins KPOJ Portland announcing staff, succeeding **Ken Lomax,** pro-

moted to assistant news editor. **Mark Allen** also joins KPOJ announcing staff.

Joseph C. Gregory, information director and assistant to executive secretary, American Seed Trade Assn., to WGN-AM-TV Chicago as assistant to farm service supervisor.

Ron Terry, radio-tv emcee and disc jockey, signed by WGN-TV Chicago for new *Ron Terry Show,* Fri., 11:45 p.m. CDT.

Dan Kalenak, announcer, WKBN - TV Youngstown, Ohio, to KMID-TV Midland, Tex., as announcer-newsman.

Jack Frost (Geoffrey A. Brandt), formerly with WASA Havre de Grace, Md., WSSC Sumter, S. C., and KCCH Fort Carson, Colo., to WSPR Springfield, Mass., as disc jockey.

Bill Nesbit joins WCAE Pittsburgh as host of *Easy Listenin'.*

Bob Sticht (Bob Robin), formerly with KOWH Omaha, WTIX New Orleans and WQAM Miami, to WHB Kansas City as host of *Bobbin' with Robin.*

Ray Lane, staff announcer, KWWL-AM-TV Waterloo, Iowa, to WNEM-TV Bay City, Mich., as staff announcer.

Bob Wells, announcer-music director, KLIN Lincoln, Neb., and **Ken Cariker,** announcer, KARD-TV Wichita, Kan., to KWTV (TV) Oklahoma City announcing staff.

George Putnam, newscaster, KTTV (TV) Los Angeles for past six years, given three-year noncancellable contract at fee in excess of $100,000 per year, replacing his present contract which contains yearly options.

Stanley Mack, formerly disc jockey, WHB Kansas City, to WDGY Minneapolis-St. Paul announcing staff.

Harrod A. (Buddy) Rogers, formerly with KEYS Corpus Christi and KENS San Antonio, to WOAI San Antonio as newscaster.

John Edgerton, formerly with WSJS-TV Winston-Salem, N. C., news department, to WBTV (TV) Charlotte news staff.

Don Harris, KTEL Walla Walla, Wash., to KEPR-TV Pasco, Wash.

James Gerity Jr., president of Gerity Broadcasting Co. (WABJ Adrian, WPON Pontiac and WNEM-TV Bay City, all Michigan) is re-establishing his giftware business. New business, Gerity Gifts Inc., will be located at 10 S. Superior St., Toledo, Ohio.

Ted R. Gamble, president of KOIN-AM-FM-TV Portland, Ore., elected to board of directors of Northwest Airlines Inc.

Jerry Gordon, sales executive, WTAC Flint, Mich., appointed publicity director for Flint Lions Club.

M. Robert Rogers, president of WGMS-AM-FM Washington, D.C. is recuperating from surgery.

Ken White, 44, news director, KOA-AM-TV Denver, died following heart attack July 11.

You can have exclusive territorial rights!

T VINGO

© 1953

Rings up Sales . . . not phones!

Money-maker . . . sales-builder . . . irresistible customer lure . . . that's T-Vingo! No wonder TV stations, advertising agencies and retail firms are grabbing for this new and different television promotion.

Here's why . . .

Simple and Economical—T-VINGO

T-VINGO has been carefully worked out so that no phones are needed. Winners of this TV version of Bingo call in person at affiliated retail outlets . . . yet no registration is required . . . no additional personnel . . . no gimmicks. And T-VINGO is tamperproof

All Winners Are Paid—T-VINGO

Every winner gets a dollar in cash or merchandise, plus *jack-pot* card. Poor public relations stemming from "first winners to apply" of other radio-TV games are a thing of the past. Approximate number of winners per game are controlled through mechanical calculations.

Traffic Builder, Ratings Builder—T-VINGO

Since free game sheets must be picked up by viewers at client outlets, T-VINGO is a proven traffic and business builder. As for boosting program ratings . . . T-VINGO programs have given top-flight national shows their stiffest competition from any local show.

Ideal For Many Outlets—T-VINGO

This ideal promotion is perfect for shopping centers, food or drug chains, groups of merchants, service stations, large downtown department stores — even distributors. T-VINGO has increased sales for many such enterprises 12.4% and customer volume 11.9%.

New . . . Different . . . Foolproof—T-VINGO

Minimum run of 13 weeks . . . 100,000 color-coded game sheets weekly, three games to a sheet, cost only $5 a thousand sheets with your ad imprinted . . . half-hour show is enough time for three regular and one jackpot game . . . game sheets alone are traffic builders . . . all winners paid off . . . and more for your advertising dollar. Even game sheets have space for printing advertising messages of outlets.

And Perfectly Legal—T-VINGO

Since the U. S. Court of Appeals ruled bingo-type games tailored for television are not lotteries, this popular, business-building entertainment now has a green light.

For greater profits . . . more traffic . . . better ratings . . . get in on the GROUND FLOOR of T-VINGO NOW . . . while you can get your exclusive territory!

WRITE, WIRE OR CALL—TAbor 5-0197

T-VINGO is commissionable to recognized advertising agencies.

T VINGO

APEX DIE & BOX CO.
540 ACOMA ST.
DENVER 4, COLORADO

c o H. M. VON REITTER BOWLEY, *Sales Manager*

KDAY Airs Six Newscasts Hourly From 'Los Angeles Herald Express'

KDAY Santa Monica, Calif., last Monday began airing six newscasts an hour from the newsroom of the *Los Angeles Herald-Express* under an agreement described as the most extensive newscast arrangement ever made between a radio station and a newspaper with no ownership affiliation. The schedule calls for a five-minute newscast at each hour and half-hour, plus four one-minute bulletins broadcast during the hour, one in each quarter-hour time period, according to James Cox, station manager of KDAY. This adds up to an average of 60 a day for the daytime Los Angeles suburban station, he said, noting that at present the long summertime days stretch that total to 82 newscasts daily.

Business aspects of the agreement were not divulged by either station or newspaper executives beyond the admission that it is not the usual time-for-space arrangement. Although not confirmed, deal is believed to call for the *Herald-Express* to pay the out-of-pocket costs of getting the news from the paper's newsroom to the KDAY audience [salaries of news writers and announcers and line charges from newsroom to transmitter] in exchange for identification as the source of the six newscasts an hour. KDAY gets an up-to-the-minute news service which is expected to keep a sizable number of listeners tuned to that station throughout the day, producing increased ratings which the KDAY sales staff can turn into increased advertising revenues.

In announcing the newspaper-station tie-up, David W. Hearst, publisher of the *Herald-Express,* said that the paper "has long recognized as a public trust its responsibility to do everything within its power to keep the public fully informed. And because Station KDAY, under the corporation headed by J. Elroy McCaw, shares this same feeling of public responsibility, this fine arrangement, whereby KDAY will broadcast news direct and as it happens from our editorial department today, becomes a reality."

Herbert H. Krauch, managing editor of the *Herald-Express,* pointed out that the broadcast media have long replaced the extra-hawking newsboy as distributor of important news. "Today," he said, "the public rightly expects to be informed of news happenings within minutes after they are first reported. Through the medium of radio it is possible for the basic facts to be flashed on the air shortly after they become known.

"Radio newscasting, however, does not diminish the desire of the people to read their daily newspaper. This is borne out by the fact that newspaper circulation today is the highest in its history.

"On the contrary, both radio and television transmission of the basic facts of the news stimulates interest, arouses curiousity and whets the appetite of the listener to read the full, complete story in the daily newspaper."

WFGA-TV Jacksonville, Fla., which plans to go on the air Sept. 1 and will be affiliated with NBC, has initiated "Jaxie the Porpoise" to introduce itself locally. Jaxie, pictured above, will be used in radio and newspaper ads throughout the area and will be seen on cab cards, bus cards and lighted billboards.

Schedule Educational Show

A NEW program service is being made available to television viewers in Zanesville and Marietta, Ohio, and Parkersburg, W. Va., in what is claimed to be the first time a commercial tv station in that area has carried programs of an educational station on a regular basis. The program, *Five and Ten Show,* is produced live at WOSU-TV (ch. 34, Ohio State U. station) on Monday-Friday and fed to WHIZ-TV Zanesville (ch. 18) and WTAP-TV Parkersburg (ch. 15). It is a "variety shop" for children in the primary grades and features games, stories and special guests. It is conducted by Joanne (Jody) Hoover, a senior majoring in radio speech at the university.

CFOR 'Lures' Area's Vacationers

TO CATCH the summer cottage weekend commuters northbound out of Toronto, CFOR Orillia, Ont., has started a *Rolling North Show* Friday from 6 p.m. to midnight. The program, featuring news, weather, and music, is designed to be tuned in by motorists northbound from Toronto into the Muskoka Lakes area of northern Ontario. Orillia is about 80 miles north of Toronto, in the center of a summer resort area extensively used by Torontonians.

KFBI Sponsors Treasure Hunt

A TREASURE hunt device was utilized in a radio listener promotion conducted by KFBI Wichita, Kan., over the July 4 holiday weekend. The station hid a check initially valued at $2,000 (but decreasing in value daily) within the city limits and aired appropriate clues. After the first day (July 3), participants had narrowed its whereabouts to a public park and calls jammed KFBI's switchboard. Shortly after midnight on July 4, two college students found the check in the hollow of a tree, after a ten-hour search. Final value of the check: $1,400.

WNEW's 'Counterpoint' Debuts

WNEW New York's *Counterpoint,* a public service discussion program on controversial issues, debuted yesterday (Sunday 10:35-11 p.m.) with Alistair Cooke, host of ABC-TV's *Omnibus,* being questioned about his opinions on the Alger Hiss case. Interrogator on the new weekly program is Prof. William Kunstler, who also hosted WNEW's *The Law On Trial,* which recently won an award from the Bar Assn. of the State of New York. *Counterpoint* is produced and directed by Sidney Gaby.

KCMC-TV ON-AIR PROMOTION WORKS

PUTTING together the "can watch" figures of its coverage area with the actual "do watch" findings, KCMC-TV Texarkana, Tex., came up with a strong case for daytime television and area television from a small key market.

According to General Manager Walter M. Windsor, KCMC-TV used Nielsen Coverage Study No. 2 to determine those counties in which it rated a 25% or higher weekly coverage potential (with certain adjustments to compensate for the county cluster technique in the Nielsen). Then an area TelePulse was conducted to determine actual audience on a day-to-day, program-by-program basis.

The result showed that daytime viewing in most of the 29-county coverage area claimed by KCMC-TV increased from 15.7% average quarter-hour sets in use for the entire week in September 1955, to 21.2% in February 1956, to 33.5% for all 29 counties in February of this year, according to Mr. Windsor, who attributes this growth to "live wire daytime programming, both local and network, and aggressive promotion of daytime. . . ."

Included in the local KCMC-TV programming are the morning *Video Varieties,* a personality-variety show with Haskell Jones; a news, weather and agricultural show at noon which lasts 30 minutes and a late afternoon *Adventure Theatre* with a "well-established" cowboy personality.

In promotion, "we have consistently devoted nighttime spots to promoting daytime shows," says Mr. Windsor. KCMC-TV also tries to schedule as much talent as possible from the surrounding counties, he said. The station utilizes newspaper space to promote daytime productions.

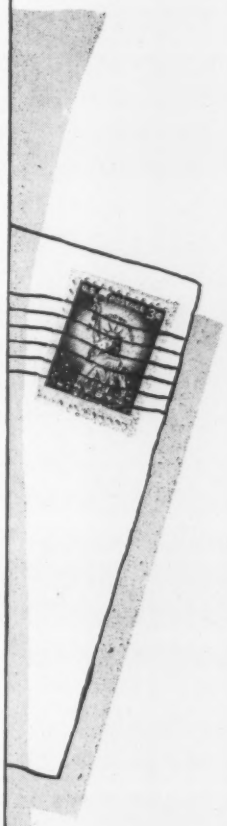
TELEVISION CLEARING HOUSE, INC.

Consultants

LONDON: 88 BEXLEY ROAD, ELTHAN

157 WEST 57TH STREET
NEW YORK 19, N. Y.

JUDSON 2-6300



We wish to thank our clients for their belief in our company's policy and function which has made possible a rapid expansion.

We wish this advertisement to serve as a calling card to introduce ourselves to those of you who do not know of our specialized services.

We look forward to meeting with you in person, whether your company is a television station, an advertising agency or a manufacturer, so that our representatives may explain in detail our clearing house plan for better television programming.

Cordially yours,

Television Clearing House Inc.

Consultants to the Programs
of 139 Television Stations

KAFY Attempts to Bring Back Radio's 'Imagination, Vitality'

"NEWS and music with a difference"—that's *Bakersfield, Saturday Night,* which started July 6 on KAFY Bakersfield, Calif., as a seven-hour (6 p.m. to 1 a.m.) program. It is the latest of KAFY's attempts to "bring back imagination and vitality to local programming," in the words of owner-manager Benton Paschall.

The news comes by beeper phone from the sheriff's office, highway patrol, city police department, city and county fire departments and the hospitals, all reporting news as it happens to KAFY. Music comes from records played by five disc jockeys. And there are interviews with celebrities and entertainers and visitors and just plain home folks, taped during the preceding week for use on the show.

The inaugural program reportedly drew a good response from listeners. Mr. Paschall said this proves that radio—nighttime radio included—won't be dead as long as some broadcaster is willing to try to give people something interesting and exciting to listen to.

Bakersfield, Saturday Night also proved an instant hit with advertisers, Mr. Paschall reported. The decision to put it on came at 5:30 p.m. July 3 and 10 advertisers were sold by telephone in the next 90 minutes. Even with the holiday the next day, 15 advertisers participated in the opening broadcast and the total had risen to 18 by Tuesday. Each advertiser must sign a full year's contract for one spot in each weekly program to get on, Mr. Paschall said, and "since it's a feature program, we're selling it at better than rate card prices."

Miller for James on 'Club 60'

HOWARD MILLER, Chicago disc jockey, has been selected to replace Dennis James as emcee of NBC-TV's *Club 60,* daily variety color series, effective Aug. 19.

After Mr. James reported his intention to return to New York and fulfill other tv commitments, Jules Herbuveaux, NBC vice president and general manager of WNBQ (TV) Chicago, expressed regrets over the decision and gratification "with the success *Club 60* has met with Dennis James at the helm." Mr. James concludes his stint with the Chicago-originated series Aug. 16 after 15 weeks as emcee.

Sam Nemer Hangs Out 'Shingle'

TO PROMOTE his new advertising firm, Sam Nemer has mailed out a 15½-by-5-inch wooden "shingle." The promotion piece says, "You guessed it! I'm hanging out my shingle . . . Sam Nemer . . . Nemer Advertising Agency Inc. . . . . 5925 Highway Seven & Woodale, Minneapolis 16, Minn. Phone: West 9-7767."

WBKB (TV) Introduces New Show

AN AUDIENCE quiz show based on the participants' attempt to answer questions pertaining to the news in four local newspapers is a feature of WBKB (TV) Chicago's new daily afternoon *Richard Lewellyn Show.* Mr. Lewellyn chooses members from the studio audience on a given day and asks them to read and study overnight all the local newspapers before appearing on the following program to answer the quiz. Contestants may win as much as "80 specially printed television dollars," depending on the number of questions correctly answered. The winner is eligible to compete for the day's jackpot query and an additional $500. Special dollars are good for prizes in a certain section of the studio. The new program also features music and other audience-participation activities.

KPIX (TV) SAN FRANCISCO selected two little children, Pamela Belluomini (left) and Gregory Baccari to present the "largest sandwich ever made"—10 feet long—to Peter and Mariella Johnson, a honeymoon couple from CBS's *Art Linkletter's Houseparty,* as they arrived in San Francisco. So heavy was the giant sandwich that the children had to get assistance from San Francisco's Mayor George Christopher (center) who in addition presented the couple with the key to the city. The couple won a trip across the U. S. with "wedding shower" parties arranged in 12 cities by *Houseparty.*

WMGM Gets Free Plug

IT ISN'T often that a local, independent radio station is given a "free plug" on a highly-rated network television program. Officials of WMGM New York were pleasantly surprised, therefore, when the station's call letters and music, on two occasions, were carried on CBS-TV's *$64,000 Challenge* July 14. It happened when the quiz master asked two 11-year-old contestants in the science category—Robert Strom of New York and David Junchen of Sherrad, Ill.—to assemble a radio set by supplying certain missing components and telling them when they finished, the set, pre-tuned, would be carrying the music of WMGM. Both youngsters completed the task—and WMGM was gratified with the double "ride."

Navy Gets CNP Series

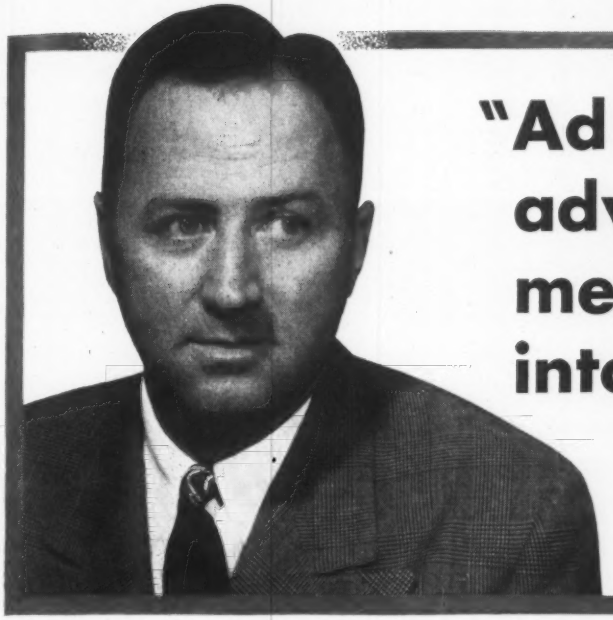
A NUMBER of U. S. Navy ships have been sent half-hour film prints of *The Silent Service,* California National Production's syndicated tv series on submarine warfare. Prints, encased in gold-embossed leather boxes, were presented to men on whose submarine exploits the series is based. Most of the men are still in the service. In many cases, according to CNP, prints were to be presented with "appropriate shipboard ceremonies."

WJR to Air Pistons Basketball

PLAY-BY-PLAY radio broadcasts of the Detroit Pistons basketball games, at home and away, for the next two years will be heard on WJR Detroit, according to a contract signed last week between the team and its broadcast sponsor, National Brewing Co. of Michigan. National Brewing also has purchased tv rights for the 1957-58 Pistons season, but details for televising the games are not complete.

'Thoughts for the Day' Sought

WAKE Atlanta, KCBQ San Diego and KRUX Phoenix (all are Bartell Group stations) have joined in asking listeners to share with others their "Thoughts for the Day—Guideposts Which Point the Way of Life." They reported over 500 thoughts were submitted during a three-week period in June and they plan to print a pamphlet of them. All thoughts for the day are read on the air and a winner is picked each week. The winning entry receives $5.



"Ad Age brings the advertising and merchandising picture into focus..."

says **JAMES RAYEN**
Director of Advertising and Public Relations
Minute Maid Corporation

"There is no better way to keep abreast of today's fast-changing advertising and marketing trends than through the pages of Advertising Age. These developments are especially vital in the fast-growing, dynamic frozen food business, because their impact often can spell success or failure in the market place."

JAMES RAYEN

Mr. Rayen began his business career as a newspaperman—first as a political reporter for the Youngstown Telegram, and a few years later as a writer for the Pittsburgh Press. In 1942, he entered the advertising field as editor of publications for the H. J. Heinz Co. He later served as assistant advertising manager for Heinz.

Since 1945, Mr. Rayen has been based in New York City. His initial position there was as advertising director of the household products division of American Home Products Corp. The Vacuum Foods Co., now the Minute Maid Corp., named him advertising manager in 1948.

Advertising Age brings the advertising and marketing picture into focus for most of the executives who are important to you. Unlike the Monday-morning quarterbacks who call the shots after the game, decision-making executives armed with the news, trends and developments from Ad Age can call the shots early in the game. Thus, Ad Age is a vital working tool not only for those who *activate*, but also for those who *influence* the major market and media decisions which affect you.

The Minute Maid Corp., for instance, has grown from a $7,000,000 business in 1948, to an organization whose annual sales now top $115,000,000, and broadcast has played an important part in this growth. The company's spot tv advertising for its three food lines—Minute Maid frozen juices, Snow Crop frozen foods and Hi-C canned fruit drinks—totalled over $1,939,000* in 1956. In addition, Minute Maid invested more than $375,000 in network time.

Every week, 4 paid-subscription copies of Ad Age get a thorough going-over by Minute Maid executives with an interest in marketing. *Further, 74 paid-subscription copies get similar readership among the agencies handling their advertising,* Ted Bates & Co. and J. R. Pershall Co.

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

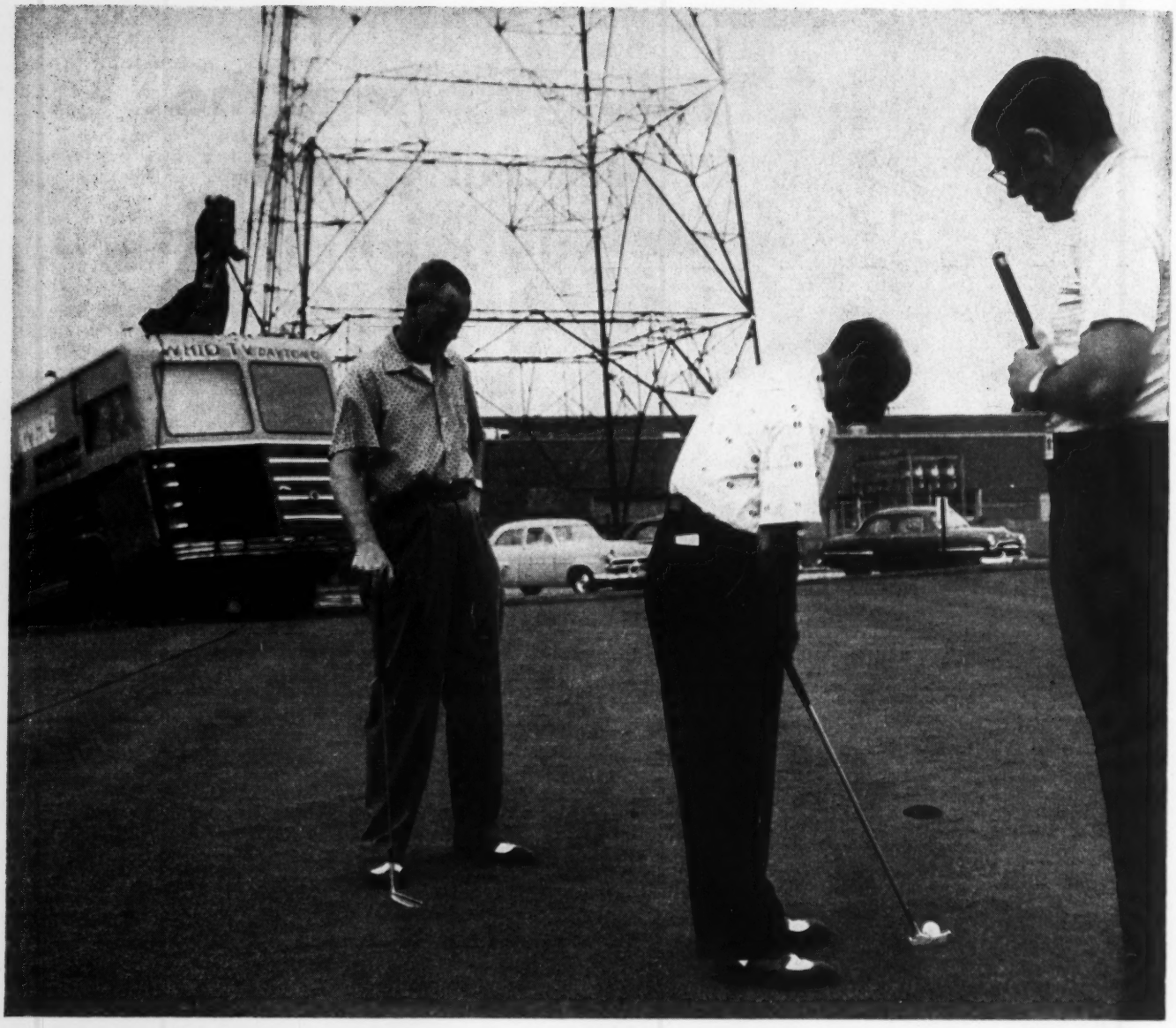
*N. C. Rorabaugh Co. for Television Bureau of Advertising

ABC ABP NBP

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK



THE RIGHT APPROACH TO THE CLIENT'S NEEDS!

whio-tv
CBS

Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

When you want to improve your golf game, you go out to the course, right? WHIO-TV goes one better . . . they're bringing the golf course to their viewers. Not a golf "set" in the studio, but an actual golf hole complete with sandtraps, approaches, well-manicured green . . . everything but a "built-in tee." *This is another WHIO-TV first!* Two of Dayton's leading professional golfers give instruction with demonstration.

Here we offer authenticity to the golfer's lessons and to the advertiser's needs.

Just another of the facilities that make WHIO-TV one of the best equipped television studios in the country. Best equipped to show your product . . . best equipped to sell your product. Even your greenskeeper (everyone knows that that's your treasurer) will be pleased with the results when you use WHIO-TV. Check with our national caddy, George P. Hollingbery.

from **DICK MANOFF**, *Richard K. Manoff Inc.*

LITTLE GUYS JUST CAN'T COMPETE IN TV

BEFORE too long we will have to make fundamental changes in the established patterns of buying and selling tv time—particularly spot. As things stand, tv is not operating in the best interests of our system of free enterprise—particularly the free enterprise of smaller business.

Examine the statistics and you will see the rather well-defined outlines of the problem:

In the last quarter of 1955 and the first quarter of 1956, for example, approximately 3,000 advertisers were reported active in spot tv. These 3,000 advertisers spent about $200 million in those six months. Of these, the top 50 were responsible for more than 40% of the total!

In other words, less than 2% of the advertisers accounted for almost half of all the money spent in spot tv in that six-month period.

These top 50 advertisers held the biggest share of prime times. This would be the natural outcome of heavy expenditure: the bigger the budget, the longer the schedule, the better the chances for working into prime time slots.

These same advertisers paid lowest possible prices for time because they must have earned maximum discounts. Savings went into the purchase of still more time.

The implication is clear: These 50 advertisers may actually have controlled as much as 75% of the total available impact of spot tv.

This state is a matter of grave concern to advertising people. Advertising today is a monumental force. There is no distributive technique that remotely compares with the effectiveness of advertising.

THE EVOLUTION OF TODAY'S ADVERTISING

This wasn't always true, but it's true today and it grows truer all the time. The reason lies in the peculiar circumstances of selling in today's economy.

If it still were possible to sell goods door-to-door, advertising still would be in its infancy. There would be little need for it. But the fact is that such selling is no longer feasible. The country is too large, there are too many people to reach, there is too much volume of business to sustain, and personal selling has grown too costly. Thus, some other form of selling had to develop.

The logical development was advertising which, in essence, bears the same relationship to selling that the machine has to production. Both are mechanical transfers of work originally performed *in toto* by people.

Thus, advertising is the automation of selling.

Of all advertising media, tv is the most phenomenal, particularly for packaged grocery products. In my opinion, tv is indispensable to the marketing of such goods.

Today more and more of the grocery business is being done by fewer and fewer chains in fewer stores. For example, the top 15 supermarket chains now account for more than a third of all the food business.

They are operated with rigid standards and prohibitions about promotions, in-store merchandising, etc. The era is over in which a manufacturer's salesmen could freely do in-store merchandising and promotion work in such stores.

Movement of merchandise now depends more than ever on the impact of advertising. This is the context in which to grasp the true measure of the fantastic influence of tv advertising.

I can hear voices objecting that this condition is not unique, that the trend to "bigness" is evident in all business. That is true, but there is a difference between business, as such, and television, which is a major tool of business.

Not only is tv a sales tool, it is the most important sales tool available to a product—aside from superior quality in the product itself.

And the big difficulty is that tv is the most limited in availability of all advertising media. There are a limited number of stations and the economics of building and operating a television station make it unlikely there ever will be as many as there are in radio. Moreover, each tv station has a fixed amount of time to sell. This is why free and equal access to tv time for all advertisers—big and small—is so essential to our economic way of life.

The danger is magnified by the trend to corporate diversification and merger. It is not uncommon for a Procter & Gamble to purchase a small peanut butter manufacturer, for a General Foods to add a modest soft drink business, or for Kraft Foods to add candy to its increasingly diversified business.

BIGGER BUDGETS MEAN BIGGER DISCOUNTS

What happens? This means that, on tv, time now becomes available at costs never before dreamed of and in time periods never remotely hoped for. That's because the time now is bought corporately as part and parcel of the total time bought for all the company's products.

But what about the old-time competitors? They just can't meet this unequal selling competition and in time they will have to give up or find some "mother" corporation to join.

Obviously, there is no simple answer to this problem. But there is ample reason to give it careful continuing study.

Perhaps the present discount structure must eventually go—so the "richest" advertisers don't continue to pay the lowest prices for the same tv time for which "the poorest" must pay full rate.

Perhaps some rotation plan can be worked out for "prime times" so no advertiser can keep them permanently simply because he can afford the cost of a firm 52-week buy.

At the moment it isn't important whether either or both of these ideas are feasible. What is important is the pressing need to work something out.

Richard K. Manoff; b., Chicago, June 24, 1916; educ., New York City College; served from 1941 as assistant to Anna Rosenberg, then chief of War Manpower Commission, to 1945 when he became general manager of chain store operation. In 1951 he joined Welch Grape Juice Co., as advertising director. Moved to Kenyon & Eckhardt, as vice president and account supervisor and chairman of K & E's marketing plans board. On March 1, 1956, established Richard K. Manoff Inc. with these accounts: Welch Grape Juice Co., Columbia River Packers Assn. (Bumble Bee seafood products) and King Kone Corp. (Old London Melba toast, Cheesewich).

Scarcity Solution

IN THIS WEEK's "Monday Memo" an agency owner warns that big advertisers are tying up the television system, to the detriment and perhaps death of little advertisers. The writer, Richard Manoff, says that little advertisers can't get access to desirable tv time because it is monopolized by big companies.

Mr. Manoff thus adds an advertising man's fears to those already expressed by government agencies including the Dept. of Justice, the House Antitrust Subcommittee and the staff of the Senate Commerce Committee. All these agencies and Mr. Manoff agree that the root of the trouble is the scarcity of facilities.

We suggest therefore that the problem be attacked at its source. The antitrust court actions and the tightened federal regulations which some people are advocating would do nothing but add troubles to those which already exist. The objective should be the enlargement of the television system.

That objective can be at least partly achieved by a measure introduced by Rep. Frank Ikard (D-Tex.) to eliminate the 10% excise tax on uhf receivers. That would equalize the retail prices of vhf-only and uhf sets and would encourage manufacturers to build and market uhf receivers.

What is more, the measure would give desperately needed hope as well as tangible assistance to uhf operators and might very well create a real revival of uhf.

There is a very strong chance that the Ikard bill will come up for serious consideration after the summer recess of the Congress. Meanwhile, it would be to the distinct advantage of everyone in television to begin actively supporting it now.

Spectre of Chaos in Radio

RADIO, it now is generally acknowledged, is the ubiquitous, all-inclusive medium. Through Conelrad, it alone would be relied upon to maintain communications with the populace in any national emergency.

What isn't generally recognized is that the operating efficiency of conventional radio (am, as distinguished from fm) is dependent upon agreement with the other nations of this continent. This is because allocations must be made in conjunction with these other nations to avoid ruinous interference.

In 1950 an agreement on allocations was reached by the United States with all North American nations, save Mexico. Mexico, in the interim, observed a gentlemen's agreement and, while not a party to the pact, observed its terms. Then last year an agreement was reached with Mexico by an American delegation headed by FCC Comr. Rosel H. Hyde, who had worked diligently over the years to prevent an "allocations war."

A fortnight ago, hearings were begun before a Senate Foreign Relations Subcommittee on ratification of the now all-inclusive NARBA. Heretofore, efforts to get treaty approval without Mexican participation brought objections from the Clear Channel Broadcasting Service and from the National Grange and other farm organizations on the ground that without Mexican participation channel-jumping might develop, with resultant interference.

At the July 11 hearing, the clear channels and the farm organizations vigorously espoused ratification. The primary protest came from the Daytime Broadcasters Assn., representing a membership of 150 outlets, most of which began operations after World War II. They protested the Mexican agreement as discriminatory. They seek FCC authority to operate longer hours on Mexican clear channels. This is precluded under the treaty, just as Mexican and stations of other North American nations are precluded from operating on our clear channels.

The daytimers cannot be criticized for seeking to improve their lot. But when the consequences would be the degrading of most, if not all, of the old-established clear and regional stations in the United States, they are asking too much.

If there is no ratification, the agreements will go by the boards. There would be nothing to prevent Mexican, Cuban or other Latin American stations from jumping our wavelengths. The Mexicans would never agree to the daytimers' demands, nor would we agree to longer hours of operation by non-U. S. stations on our clears and regionals.

Treaty ratification requires a two-thirds majority of the Senate. After the daytimers' objections, Chairman Fulbright (D-Ark.) adjourned the hearing indefinitely, on the premise that a two-thirds majority would be impossible in the light of the daytimers' position. In effect, the invitation was to come back when there is unanimity.

International conferences are a matter of give-and-take. There must be protection of service to all nations.

The daytimers should not look to Mexico or to any other nation for relief. So far, they have blocked ratification of a treaty gravely important to the welfare of U. S. radio. If they persist, they will have no chance of getting favorable consideration from the FCC for increased hours on *domestic* channels. There is no real assurance they will get all they want even if they withdraw their treaty opposition, but certainly a cooperative attitude will place them in a better posture with the FCC and all other broadcasters than an all-out effort to scuttle the NARBA agreement.

It should be recognized that for our own protection we must share the broadcast band equitably and fairly with other NARBA nations. Chaos can erupt again—as it did two decades ago—if the treaty ratification is blocked. The losers will be the American public and all broadcasters—the old line regionals and clears, as well as the daytimers.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Big tv personality in the next chair . . . he does all those electric shaver commercials!"

James M. Cox, Broadcaster

ALTHOUGH James M. Cox, who died last week at 87, is eulogized as a distinguished political figure and successful newspaper publisher, history should also record his achievements as a pioneer broadcaster who looked upon radio and television as modern extensions of the press.

Gov. Cox seldom commented publicly on the broadcast media, but he inculcated in his executives, including his son, James M. Jr., who succeeded him, his deep-rooted conviction that the responsibilities of station operation were synonymous with those of the printed page. The Cox stations, over the years, have operated under the Cox doctrine, and all broadcasting has profited.

In 1944, Gov. Cox, then 73, did make one of his rare public statements on radio. He saw in events in Washington what he conceived to be a studied campaign to turn radio over to the government. His views were contained in a letter to J. Leonard Reinsch, then managing director of the three Cox radio stations, and now executive director of the six radio and tv properties, and were presented to the Senate Commerce Committee.

Because he felt then the FCC was misrepresenting its intentions, Gov. Cox said the very essence of democracy will not live "if truth is diluted through misrepresentation. It is as necessary to keep the current of public opinion protected as it is to balance the diet of a baby," he said.

Gov. Cox lived a long, useful life. Broadcasters, along with politicians and publishers, are the beneficiaries of his wisdom, vision and integrity.

It's the "watching hour" on KSTP-TV!

Take your choice of ARB or Nielsen . . . they both tell the same story:

From 10:00 to 11:00 p.m., *seven nights a week*, KSTP-TV averages *more viewers* in the NSI Area, than the other three Twin City television stations *COMBINED!**

In ARB's important Outer Area (280,046 TV homes) the same is true . . . more viewers from 10:00-11:00 p.m., Monday through Sunday, than the other three put together.** And in ARB's Metropolitan Area (with 416,103 more TV homes) KSTP-TV again leads the competition by a margin of 2 to 1 over the nearest competitor in this time period.

It's the nationally famous KSTP-TV News-Weather-Sports lineup that does the job from 10:00 to 10:30. Then the "who-dun-its" such as "Highway Patrol," "Badge 714," and "Mr. D. A." maintain command of the Northwest's television viewing through 11:00.

There are a few choice availabilities left during this time period, and your nearest Petry office or a KSTP-TV representative will be happy to give you the details.

**NSI TV Report, Minneapolis-St. Paul Area, May 1957.*

***A.R.B. Outer Area Ratings, November 1956. The Minneapolis-St. Paul Outer Area is defined as the area enclosed by a circle with a 100-mile radius whose center is the Twin Cities but from which is excluded the Minneapolis-St. Paul Metropolitan Area of Ramsey, Hennepin, Washington, Anoka, and Dakota Counties.*

KSTP-TV

CHANNEL 5

100,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.